

Third Anniversary for Saunders' Exploiteers

# **Exploitation Staff Three Years Old**

Third Anniversary Marks Three Years of Wonderful Success Under Guiding Hand of Claud Saunders

July 10th is the third birthday of the Division of Exploitation. Old-timers here remember how Claud Saunders and eight assistants set out three years ago to put over "The Miracle Man." They remember, too, that their exploitation was so successful that the General Manager of the Department of Distribution immediately doubled the force. Since then, the Division of Exploitation has so grown that one exploiteer can be found in every exchange.

During the past year, the exploiteers have gotten closer than ever to the exhibitor and at times the work of the men has been so brilliant and so instructive that even hardened trade paper editors

were moved to voice their praise. At one time Epes Winthrop Sargant of the Moving Picture World remarked:

"The advent of the Paramount Exploitation Department was the greatest single thing that ever happened to Paramount.

J. S. Dickerson, former exploitation editor of the Motion Picture News and now its managing editor, declared at one time that Paramount's jump on its competitors is its exploitation service.

Three weeks ago, William R. Weaver, exploitation editor of the *Exhibitor's Herald*, wrote an editorial tribute to Paramount exploitation and "Claud Saunders, its father."



Walter P. Lindlar, Assistant to Mr. Saunders

The Exhibitor's Trade Review has now in preparation a series of exploitation articles, the first of which is to be devoted to the head of the Paramount exploitation department, "as originator of that movement in the industry.

Mr. Saunders disclaims most of these generous tributes. He said: "I don't know who founded exploitation. It is probably as old as Adam. It certainly is as old as Diogenes, who was admittedly the first street ballyhoo. Remember the story of how he carried a lantern through Athens in broad day light and told the folks he was looking for an honest man? He sold his stuff alright!

"I believe the department has been a success. Certainly the establishment of exploitation staffs

(Continued on Page Eleven, Second Column)

#### Kent on Trip

S. R. Kent left on the "Century" for Chicago en route to the West Coast, Thursday, July 6th. He will be gone for five or six weeks, returning either the first or second week in August.

En route to the coast he will visit the following exchanges: Chicago, Omaha, Denver, Salt Lake, San Francisco and Los Angeles.

While visiting these cities Mr. Kent will hold important conferences with exchange managers and many prominent exhibitors in their respective territories in connection with the Fall product, characterized by Mr. Kent as the greatest line-up of productions ever offered to an exhibitor in the history of motion pictures.

#### Reagan Says-

Charles M. Reagan, Branch Manager at Minneapolis, in a letter to George Weeks says: "District 10 of Division 2 will lead them all

#### **Exchanges Booking Fast**

From the table below it can be seen that many of the exchanges are stepping out to a lively pace in securing Paramount Week book-To date we have received the following standing, which is as of July 1st:

* *	
Solid Bookings Paramount	Wk.
80	
80	
50	
67	
57	
44	
59	
42	
116	
96	
193	
	80 80 50 67 125 238 117 57 44 59 42 116

Editor's Note—Commencing two issues from now, we will give the list of exchanges in their official order as to their standing on Paramount Week bookings. Don't hold back on us because sometimes the dark horse can not find its way at the finish.

# Bon Voyage Messrs. Shauer and Hicks, Jr.

#### E. E. Shauer Goes Abroad

John W. Hicks, Jr., Also Sails With Mr. Shauer En Route to Australia

E. E. Shauer, Director of our Foreign Department, accompanied by his wife, sailed for Europe, Thursday, July 6th, aboard the Laconia, for an extended trip abroad during which time he will visit England, France and Germany, in further preparation of distribution in these countries.

Mr. John C. Graham, our Foreign Representative in charge of these offices, will meet Mr. Shauer upon his arrival and accompany him

Sailing with Mr. and Mrs. Shauer were John W. Hicks, Jr., his wife and Australian-born son, John W. Hicks, 3rd.

Mr. Hicks is on his way to Australia via England. He will stop at Singapore and Batavia in interest of distribution.

The party was given a great send-off at the pier by their many friends and executives of the Home Office.

#### Morgan in Charge

Oscar Morgan, Assistant to E. E. Shauer, Director of our Foreign Department, will be in charge of that department in the absence of Mr. Shauer.

#### How About You?



I wonder how many of us thinking that we were carrying a little excess baggage in any form, could really get away from the bear?

This chap never realized TRIED that he was possessed of the ability to climb.

If you'll just keep the word TRY in your mind instead of tired, you'll get there.

#### Telegram

At the completion of a most enthusiastic sales convention held in Canada recently, a telegram was sent to Mr. Kent by the Convention Committee composed of Messrs. Ferte and Hansher, in which they expressed their whole-hearted support during the entire convention and their assurances of a most wonderful Fall business and a tremendous climax for the Summer contest of Paramount Week,

The message further stated that the convention was the most wonderful meeting a sales body ever held in that district and that as the result they confidently felt that the sale on the coming product would be a walk-over for Paramount.

Watch their smoke.

\_孩·日子子

#### Style of Press Book Changed

With the issuance of the press sheet on "The Young Diana," which is scheduled for release August 7th, we have inaugurated a new style in the press books: From now on, the book on each production will be of full newspaper size, printed in newspaper style on a fine, heavy grade of news stock.

This new press book is the result of many requests from exhibitors and theatre advertising managers for a simpler and more easily handled sheet than the book form afforded.

The usual size of the sheet will be four pages, and in the case of some of the super-specials this will be enlarged to eight. The first page is devoted to general editorial matter on the production, exploitation suggestions, notes for theatre programs, etc. The second contains reproductions of the newspaper ad and publicity mats, the third is given over to the advance stories and reviews for the newspapers and the fourth carries reproductions and descriptive matter on the posters and other accessories.

By this arrangement, the text pages are backed by the reproductions of the advertising material which is ordered in advance by key number, making it possible to clip editorial matter when the time arrives for its use without cutting into usable material on the other side. The fact that the copy of both advertising and publicity is printed on news stock and in newspaper style is also of considerable assistance to the exhibitor as it gives him an exact idea of just how his advertisement or publicity story will look in a well-printed newspaper.

Charles Kenmore Ulrich is the editor of the press sheet, Russell Holman designs and writes the copy for the advertising, Vincent Trotta is in charge of the art work and A. M. Deane is assistant editor, all under the supervision of A. M. Botsford, Advertising Manager.

# DA RAMOUNT.

"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION

1ts Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7.

JULY 10, 1922

No. 1

#### Behold the Third Year

Today the Exploitation Department, under the leadership of Claud Saunders, celebrates its third anniversary.

Typical of this staff of "Exploiteers" instead of looking backward to their past achievements, they are looking forward to what is going to be done.

Based on their past successes, we hold no doubts whatsoever as to further accomplishments on the part of these picture boosters.

Starting with a handful of men three years ago, many in this organization possessed a rather shady opinion as to the possibilites and probabilities of a new adjunct of this kind to a motion picture concern as large as our own. But after the Chicago Convention, the first opportunity many of the men in the field had to listen to the plans for this staff, they were a little more convinced but had to be shown.

Need we ask if you have been shown?

We should say not, for in spite of their many handicaps at the start, together with the fact that it was an initial prospect in motion pictures, they have done wonders in bringing the value of screen entertainment right to the public door for the exhibitor's benefit.

They have not only put pictures "over" in towns of any size, but they have been the means in many cases of placing our product in what was looked upon as impossible placement. They have won over many of the so-called hard-boiled exhibitors to the new way of presenting Paramount pictures to their public, and last but not least, they have held to their famous slogan "it has been done" and if there is any exhibitor who comes "from Missouri" they promptly show him how it can be done and where it has been done.

The third anniversary of this department alone does not prompt us to this burst of worthy praise, but it calls to our attention the spirit manifested by this staff every day in the year for the past three years.

Based on these successes, trade papers and leaders of the industry know now what and who you are talking about when you speak of Saunders—the daddy of motion picture exploitation—and his staff.

#### The Latest to the Staff



The latest addition to our Exploitation force is William E. Dansiger, who has been assigned to the Chicago Exchange, working in close harmony with Dan Roche, the other Chicago Exploiteer.

We extend a most hearty welcome to Mr. Dansiger and wish him all the success in

the world.

William Dansiger

#### The Only Show in Town

According to Mr. Harry W. Dodge, salesman in Zone 4, at the Cleveland Exchange, the Paramount slogan ought to be changed. Last Friday "A Trip Through Paramount Town" was screened, and with what enthusiasm and applause greeted this picture, you would have thought the stars were with them in person. At the close when the line "If It's A Paramount Picture, It is the Best Show in Town" was thrown on the screen, Mr. Dodge stoutly protested and said "If It's A Paramount Picture It's The Only Show In Town," and they all heartily agreed with him. Mr. Dodge is an enthusiastic Paramount booster but the rest of the Cleveland office force is right behind him.

#### Strong For Stock Company

Following on the heels of the announcement of the formation of the Paramount Stock Company by Adolph Zukor, directors, stars and executives wired their approval to Mr. Zukor and pledged their whole-hearted support both to the Stock Company and the school.

to the Stock Company and the school.

Will Hays, commenting on the formation of this Stock Company, said: "The inauguration of your Stock Company and school at the West Coast is a splendid step forward in the direction of the association's high purposes. I am, of course, most happy about it."

Many exhibitors thruout the country have expressed their approval in a like manner.

#### Our Friend Roy



Roy Price

You don't have to be a publicity man, a director, or a sales manager to know the number of every production, the cast and star. Roy Price. Receiving Clerk at the Salt Lake Exchange, is a regular dictionary when it comes to telling these important points about any production when asked.

# We Will Sure Miss "Bob" MacIntyre

## We Open Offices In Japan

E. E. Shauer Announces Appointments of T. D. Cochrane and R. E. MacIntyre to Important Posts

Our pictures are to be distributed in Japan in the future through offices owned and operated by our own organization as a part of its worldwide chain of distributing agencies, according to an announcement made by E. E. Shauer, director of our Foreign Department. Tom D. Cochrane, for a number of years the representative of the Universal Film Company in Japan, will be general manager of the new company, which is to be known as Famous Players-Lasky Paramount Films. Ltd.

of the new company, which is to be known as Famous Players-Lasky Paramount Films, Ltd.

Offices will be opened in Tokyo early in August and the distribution of some of our latest productions will be begun as quickly as the organization can be completed. Assisting Mr. Cochrane will be

R. E. MacIntyre, special representative in the Service Department, who will act as supervisor of organization. His long experience in our organization and operation of exchanges will be utilized in the launching of our first branch office in the Far East.

Later, when conditions warrant, arrangements will be made to open the territories of Manchuria and Siberia, branches being opened in those countries to permit of the widest possible distribution for our product. Among the first releases in Japan will be "The Sheik," "Fool's Paradise," "Forbidden Fruit," "The Affairs of Anatol," "The Green Temptation," "The Gilded Lily," "Behold My Wife," "Footlights," "Across The Continent" and other big specials.

"Mr. Cochrane's long experience in Japan, together with his intimate knowledge of business conditions in the Far East made him the logical candidate for this new post," said Mr. Shauer in announcing the appointment. "Under his management the Japanese office undoubtedly will make a new record for our distribution in Japan and the other territories which ultimately will be reached through Tokyo. With men of such caliber and experience as Mr. Cochrane and Mr. MacIntyre the Famous Players-Lasky Paramount Films, Ltd. will have an auspicious start."

Mr. Cochrane and Mr. MacIntyre will sail from Vancouver on July 13th to take up their new duties.



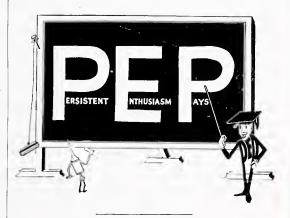
#### A Detroiter



We want you to meet Abe Goldener, salesman, covering Zone 7 out of our Detroit Exchange.

Mr. Goldener is an old-timer at the Detroit Exchange and possesses an enviable sales record.

Abe Goldener



#### The Latest in Publicity

Put 'em on the map and keep 'em there.

If the Publicity Department were given to adopting slogans rather than putting across good reading matter about our stars, the above line would find a prominent place. Just this week the Publicity Department, under the direction of Charles E. McCarthy, inaugurated three new stunts for out-of-town newspapers. The series were prepared by E. W. Wingart, of our Publicity Department.

One is a series of stories called "Little Journeys to the Homes of Famous Film Stars," which is being mailed weekly to 190 newspapers with a circulation of 6,197,309. To a list of 153 papers a series on Paramount stars written by their mothers is being sent once a week. Appropriate photographs are mailed with each story.

"Famous Film Stars' Favorite Coiffures" is the title used for a series of mats that is being mailed to all the newspapers on the fashion mat list.

These articles are especially prepared for summer reading and are set forth in such an attractive form that most any editor, no matter how warm it is in his office, will be glad to get them.



IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

### "Know Your Product"

PURTHER in connection with the proper knowledge of accessories material we have to offer the exhibitor, I would like to call your attention to Form 967. This is an advance notice to the Accessories Manager of the actual accessories items which are to be furnished on forthcoming releases.

THIS IS VALUABLE SALES INFORMATION and should be kept on hand in the Accessories Department available for reference at all times.

When it is received you should notify your salesmen regarding the items to be furnished on the pictures in question. One of our greatest weaknesses in our accessories selling has always been the lack of proper and full information regarding what we actually have to sell. A salesman disposing of twenty or thirty pictures in one block knows that we have made one-sheets on each of those pictures because we always make one-sheets, but as a rule he doesn't know whether we have made twenty-four sheets or heralds or window cards, etc.

Use Form 967. Give your salesmen a list of items furnished.

MEL. A. SHAUER.

ACCESSORIES TO AN EXHIBITOR ARE WHAT GAS AND OIL ARE TO AN AUTOMOBILE—THEY CAN'T GET OVER THE ROADS ON REPUTATION ALONE

# PEP'S ACCESSORIES BIN

CONTINUED

One of the Three Sheets and a Six-Sheet on "The Siren Call"



# Sales I Have Made

Sieromenenalinieromenenalinieromenenalinieromenenalinieromenenalinieromenenalinieromenenalinieromenenalisierom For week ending July 1st, we sold 151 insert cards, which is a record for this exchange.

F. C. STONE, Maine Accessories Manager.

"We sold 9,000 fanfotos to the Olympus Theatre and 6,000 fanfotos to the Chotiners Theatre, Los Angeles.'

I. G. WHITE, Los Angeles Accessories Manager.

For week ending July 1st, we sold 307 insert cards, most of which were sold on the Quantity Price Basis. This is our record.

Incidentally, our business for the week amounted to \$608.50 net. For the benefit of all calamity howlers, I wish to say that this is better business than we have had for some fifteen weeks and as I leave for my vacation I am satisfied that our hot weather business is up and not down.

J. B. Ruane, Albany Accessories Manager.



The finished product in the original colors will certainly make 'em stop and listen to "The Siren Call." And even though the Eskimo dogs on the six sheet are sitting in the snow, you might hear someone say "Hot dog!" when they look at this picture.

を できる

#### A Letter

Dear Mr. Shauer, In your letter of June 23rd, you asked for my frank opinion on the Accessories which are coming through on the first of the "41 without

a single alibi.'

My humble expressions could not do justice to my feelings regarding the advertising value of these accessories. I hope to express my opinion on these accessories through the sales reports from this office during the fall months, and if these reports are what I expect them to be, no more fitting expression could be made.

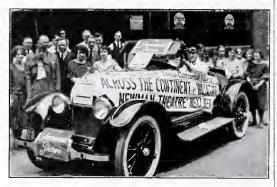
Very truly yours, J. A. CLARK, San Francisco Accessories Manager.

#### Fall In!

Jimmy Ruane, Albany Accessories Manager, is on his vacation and advises us that his address for the next two weeks will be Lieut. James B. Ruane, Company B, 105th Infantry, Peckskill, N. Y.

That's the fighting spirit, Jimmy! Are you a shave-tail or a real Lieutenant?

#### Across the Continent



When thousands of people from Kansas City were storming the sides of the big race track at Independence, Mo., recently, they were agreeably surprised to hear the sudden whir of a racing motor and around the track came Billy Schaubert, former racing driver and now a salesman at the Kansas City office, with his racing car.

Bill was going so fast, however, they did not see his face, but they had a good look at the huge banner advertising Wallace Reid's picture, "Across

The Continent.'

This car was on the track three-quarters of an hour, making forty laps before the race so every person in Independence knew "Across The Continent" was the next place to go after the race.

The above photo shows the car standing in front of the exchange. Bill Schaubert is at the wheel and H. P. Kingsmore, exploiteer, is his mechani-

cian.

In the photo, left to right, they are: First row: Miss Esther Green, Mr. Robert Green, Miss Lenore Finkelstein, Mrs. Alta Trainor, Mrs. Jessie Wood, Miss Helen Wolf, and Mrs. Leo Dixon.

Miss Helen Wolf, and Mrs. Leo Dixon.
Second Row: Miss Leona Colley, Mr. R. C.
LiBeau, Mr. G. E. Akers, Mr. K. G. Howe, Miss
Ruth Poole, Miss Beulah McReynolds, Miss Billie

Mistele, and Miss Pauline O'Neill.

Third Row: Mr. F. S. Schlosser, Mr. A. H. Cole, Mr. Ted Flannery, Mr. J. B. Gilday, Mr. John Dingman, Mr. Morris Dolingoff.

#### Detroit Exchange

#### Vera Le Duc-Correspondent

J. D. Dugger, our manager, reports a big sale this week. A twenty-minute talk with W. C. Quimby, Jefferson Theatre, Fort Wayne, Ind., brought forth a "Famous Forty-one" contract and dates

G. A. Robb, Zone 3, booked Tawa Theatre, Ottawa, Ohio, new account, solid time—July first to October first—inclusive.

This exchange is pleased to welcome a new accessories manager, J. J. Rodden, formerly connected with the Southern Enterprises, also Miss Paula Schmittke, new bookkeeper.

The "Famous" girls sailed up the river to Walpole Island on Saturday, June 24.

#### Johnson Marries

After two years of supreme reigning on the throne, Al Johnson, Denver's popular office manager, has abdicated as the kleagle of kourtship. Al slipped away Sunday morning, June 25th, and quietly put it over. Tuesday morning he returned to the office to receive the hearty congratulations of the Denver Paramount Pep Club. Mrs. Johnson is well known to our office, and had long been considered a member of the Paramount family before she decided to become the power behind the throne in our office work. Al had previously advised us the big event wouldn't come off until after "Paramount Week," but when Mr. Kent announced his slogan for successful selling: "sell hard, sell fast, then set the date," Al saw the folly of delay.

Ordinarily, Al confidentially told us the other day, a man should think twice before he gets married. But when you get a girl that can cook like Mrs. Johnson and is such a willing little helpmate, etc. (Limited space does not permit detailing Mr. Johnson's opinion), you had better grab her.

#### Another Knot

J. M. Mitchell, charge of Zone 4 at Albany Exchange, was united by marriage to Miss Small, from Los Angeles. We now have all married men in this office with the exception of Jim Duane, accessory manager; D. Lake, salesman charge of Zone 1, and Douglas Robinson, head shipper.

It certainly is a tough life for the girls in the

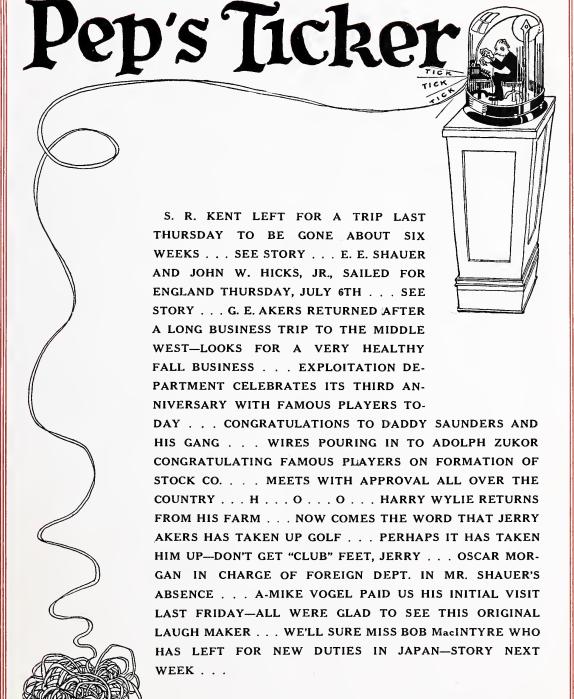
Albany Exchange.

#### Watch Your Steering Gear



The very fact that a road is straight and narrow does not always mean that it is smooth.

Following the line of this chap's route and you will see that he gets by the ruts even if he did have to take a few jolts to get there. Keep your hands on the steering wheel and your eyes on the road, then step on it.



## An Investment in Paramount Accessories—

#### Quaker City Quakes

#### E. M. Orowitz-Correspondent, Phila.

The heat and its torrid rays doesn't seem to affect P. A. Bloch, our new manager, one bit. The hotter it is the more comfortable he feels if the sales he succeeds in closing are to be taken as an indication.

William (Bill) Devonshire, one of our new salesmen, is equipped with a sixty horsepower smile and a million per cent. sales wallop. This guy loves fruits of all kinds but particularly dates, and gets them, too. "Devie" will soon go to our new exchange at Wilkes-Barre.

Another guy, possessing all the qualifications of a crackerjack salesman, and who has demonstrated his abilities and capabilities in the art of getting the dough and rolling out of an exhibitor's office with dates, is the latest adjunct to our sales staff, Samuel H. Friedman.

If you never met our office manager, A. C. Benson, you've got a treat coming to yourself. He has systematized the operation of this office so splendidly that everything just goes along smoothly. There are no requests for Okeying this show or that one on the part of exhibitors because they realize they can Okey their shows by saying it with a check. He's now preparing putting the new Wilkes-Barre Exchange on the map, which will be under the supervision of Earle C. Sweigert, at present our sales manager.

Ulric Smith, our booker, is the busy bee these days. Booking Paramount pictures for a couple o' hundred accounts and looking after the Liberty Theatre, Tacony, during his father's sojourn in Europe, this Smith is working on all six cylinders.

Our District Manager, William E. Smith, is contemplating the establishment of a radio outfit here so that he will be in constant touch with his office from any place he may be.

The entire personnel of this Exchange extends its heartfelt sympathy to Ralph Gorman, short subject booker, on the loss of his dear mother. She was a splendid woman and a real mother.

#### Indianapolis Notes

#### Mildred Latta-Correspondent

We have a brand new telephone operator, namely, Eula Nicely, and her name is just like her exactly. She arrived June 21.

Mr. Creswell dropped in on us recently.

Miriam Fetsch has been promoted to the post of cashier. Good luck, Miriam.

#### Denver Darts

#### By Rickety Ricketson

J. Howard Grainger, our New Mexico sales representative, paid the office his first visit since taking over this territory. Mr. Grainger is enthusiastic over the prospects of putting the "FORTY-ONE WITHOUT AN ALIBI" in every city in New Mexico.

Our Branch Manager, M. S. Wilson, and Wyoming representative, Hugh Braly, won "the concrete chest protector," this last week by selling the "FORTY-ONE" and receiving playing dates on every picture at a greatly advanced film rental in Casper, Wyoming.

Louis Marcus, our District Manager, spent a few days with us the last week. Mr. Marcus doesn't seem as much interested in the old office as usual. He's out there in the field with the boys now-a-days, helping to sell the FORTY-ONE GIANTS. Mr. Marcus admits he didn't get as keenly enthused over some of the product we had a few years ago. But the line-up for the coming season with the national advertising and exploitation campaign that will back it up, gives him the thrill that begins with an inward feeling of an outward all overishness and ends with a big fat contract.

While McCormick had his new-life glands, the Paramount salesman has his "FORTY-ONE WITHOUT AN ALIBI."

H. F. Nicholson has joined the Denver sales force and been assigned to Zone No. 4.

Mrs. Odom has joined our force. We welcome Mrs. Odom into our organization as Form 47 Clerk.

#### Dallas Quibs

#### Myrtle Masonheimer-Correspondent

Our Miss Ruth Anderson of the Accessories Department, decided to leave the single life behind, and took unto herself a husband while on her vacation, changing her name to Mrs. F. T. Haynes. We all join in wishing her a world of happiness.

Mr. Hugh Owen, our former office manager, has been added to the sales force and is now zone manager for Zone 5.

Miss Stella Meador of the Contract Department, is now on a visit home to Missouri, also Walter the Porter is enjoying himself, we hope.

# Is An Investment in Preferred Stock

#### From Albany



Folks, we want you to meet J. M. Schmidt, the genial office manager of our Albany Exchange.

The photo was taken at Atlantic City when J. M. was down there taking an inventory of the beach. He reported all forms as being O. K.

J. M. Schmidt

#### Des Moines Exchange

The whole works journeyed to Grand View Park, Saturday, and held their annual outing. Tennis, golf and outdoor indoor baseball oc-cupied the better part of the day. However, the most interesting being that of the eats and as Harry Hunter, our Branch Manager, says: "Everybody had a good time and nobody was

Vacation days are over for Miss Menzie, chief accountant, and "Mickie" Wheeler, con-

It now comes out that Harold Davies, our assistant shipper, was formerly a Paramount exhibitor at Knoxville, Iowa.

#### Kansas City Jots

By Billie Mistele

Miss Beulah McReynolds, cashier, is very seriously ill at her home. We wish you a speedy recovery, Mac.

Again we have a new Branch Manager. Folks, meet Mr. Ben R. Blotcky. Mr. Blotcky comes to us from Minneapolis. He has only been with us a short time, but due to his success in Minneapolis, he was appointed as Branch Manager of the Kansas City Office.

Fred Schlosser, our chief accountant, claims that he has a jinx. Just before leaving for his vacation, fire partially destroyed his home; then after he got out of town for a few days we were compelled to call him back by wire due to the illness of our cashier. However, F. W. takes it all as a matter of course, and goes about his work as diligently as ever.

Sympathy has been extended to Mr. R. Allison, of our Pittsburgh Exchange. His father, aged 78, died on the morning of June 30, at his son's home in Pittsburgh.

#### EXPLOITATION — THREE YEARS.

(Continued from Page Two)

of some of our competitors proves the validity of Paramount's idea.

"Of course anything that we may have done would have been impossible if we had not had one hundred per cent co-operation and sometimes the actual aid and direction of the department of distribution, from Mr. Kent, the regional managers, the district managers, the branch managers and down to the salesmen. I also wish to thank Mr. Botsford and Mr. McCarthy for the splendid creations of their respective departments and their whole-souled co-operation with my own.

During its third year, the activities of the Exploitation Department were extended to include the preparations of posters and accessories. Under the direction of J. Albert Thorn, the art lithograph department has created paper for the fall and win-

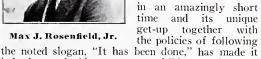
ter pictures that are already the talk of the industry.
In the past year, Walter P. Lindlar, assistant to
Mr. Saunders, has devised constructive advance exploitation stunts. A series of Paramount lobby drawings which were christened by Epes Winthrop Sargant as the "Lindlar Lobbies" have appeared in the trade papers. They have been followed by nearly every exhibitor who played "Saturday Night" and "The Sheik." On other titles the lobby suggestions were used by from twenty to ninety per cent of the exhibitors playing the pictures. Mr. Lindlar also made ship by consignment arrangements with the publishers of novels from which our pictures were taken. These arrangements made it possible for the smallest exhibitors in the smallfor co-operative advertising.

The third party of our

The third party of our est tank towns to tie up with the local book dealer

official exploitation staff at the Home Office in-cludes Max. J. Rosenfield, Jr., who now edits The Exploiteer.

This attractive sheet has found its way to the hearts of exhibitors in an amazingly short time and its unique get-up together with



indeed a valuable asset to exhibitors using our productions.

In all the entire staff under Mr. Saunders and his assistant, Mr. Lindlar, has become the pride of the industry and their actual physical co-operation with exhibitors throughout the country to-day, have not only placed them on a basis of profitable aids to the exhibitor, but to the industry as well, and we hasten to compliment and congratulate the best exploitation force in the world on its third anniversary.



## How They Find Them

Expert Searchers Required in Making Motion Pictures-Lou Goodstadt, Casting Director, Tells of His Problems

It is said that finding a pin in the center of a haystack would be a "cinch" compared with the problems of "seek and find" which arise during the making of a modern motion picture.

"I want So and So," says a director.
"He's out of town," answers the Casting Department.
"Find him," returns the director. "No one else will do!"

"And we have to 'find him,'" relates Lou Goodstadt, casting chief at our West Coast studio in Hollywood. "You can substitute one brand of molasses for another—and no one would know the difference. But actors are picked because of the exactness with which their individual personalities fit the

requirements of a screen characterization. And 'someone just as good' won't do.

"It often happens that just when a player has finished work in one picture, and left on vacation, a story comes up with a part no one else can fill. And then comes the Sherlock Holmes part of it. Milton Sills left word with his Japanese servant where he would be-but when I called to land him for the lead in 'Borderland' with Agnes Ayres, the Japanese had forgotten the message. I called twenty-six people, personal friends, grocery men, doctors, dentists—and finally found a mechanician who had fixed his car just before Sills left for Palm Springs!

"And paging! I've had actors wanted in a hurry paged in every conceivable way. I hired three different fishing launches to scour the waters near Catalina Island where Theodore Roberts was angling for leaping tuna. Only recently I paged Clarence Burton at noon out in the center of Cuyamaca Lake, San Diego County, with a message to be ready to leave with Gloria Swanson's 'Impossible Mrs. Bellew' company from Los Angeles at 9 o'clock that night. And Los Angeles 250 miles away! I know the phones of every hair-dresser, modiste and masseuse in Los Angeles-so that I can get any of our feminine players if they are needed suddenly.

"Necessity for such strenuous searching doesn't arise very often-for when players have any idea at all that they are liable to be called they keep closely in touch with us. And when they are working on a picture, that of course is part of their regular duty and they leave us minute details of their whereabouts.

"It is the unexpected call between pictures, the demand that comes out of clear air when the player thinks himself justified in going away— that makes it necessary for the Casting Director to be a second Sherlock Holmes."

#### They're So Bashful



Whiskers is as whiskers does.

photo The shows Fritzie Ridgeway testing the bristling adornment of two real grown beards. T. Roy Barnes is on the right of Miss Ridgeway, and another character, from "The

Old Homestead," in which the three appear, is on

#### Try and Get In

Here's a great one! You can't get into the Studio and you can't get out. Unless Pearl, who sits at the information desk, pulls back a little lock, you can't get in, and unless the man at the back gate has a pass from you which tells him you're okay, you can't get out. That's not quite the truth, because they let you out if you haven't any clothes with you except the ones that you have on your back. If you're carrying a coat or an umbrella, or are lucky enough to be buying something new and want to take it home, you must have a pass. With the door-man, it's a case of "his not reason why, his but to do or die." You may be in a terrible rush, the clothes may have been yours until they're so old you're ashamed to wear them, but—there must be a pass. Just remember—if you're ever coming out here to visit and are lucky enough to have a pass into the Studio, be sure to get your pass so that you're able to get out.



#### Long Island Studio Notes

#### By Wingart

Ship scenes that will be real ship scenes were filmed last week at the French docks in New York for Alice Brady's new picture, "Missing Millions." Through the courtesy of Captain B. Aillet of the Companie Generale Trans Atlantique E. C. King, studio manager, arranged to give Director Joseph Henabery a free hand in taking these scenes. Three of the large French ships were used by the company, The Lafayette, La Lorraine, and La France.

The company worked five days on the dock getting the important scenes showing the landing of \$250,000 worth of gold ingots. The stealing of this gold furnishes much of the

plot action of the story.

A delegation of Georgia club women, including officers of the Better Films committee of that star, visited the Long Island studio last week. They were on their way home from Chautauqua, New York, where they had been attending the national convention of Federated Clubs. The women were loud in their praise of Paramount pictures and were astonished at the magnitude of the Long Island studio.

#### Firm Friends



June Mathis, who adapted "The Four Horsemen" and "Blood and Sand," and Ouida Bergere (Mrs. George Fitzmaurice) seem here to be indulging in a friendly argument as to which of them shall have the privilege of adapting the volume they hold in their hands.

#### A Night Shot



When George Melford was working on "Burning Sands" in Oxnard, Calif., a great deal of night shooting was done.

The above photo was taken at night by one of

our powerful sunlight arc lamps.

In the photo, left to right, they are: Robert Cain, Milton Sills, Wanda Hawley, George Melford (Director), V. V. Clegg (Asst. Director).

#### Studio Gossip

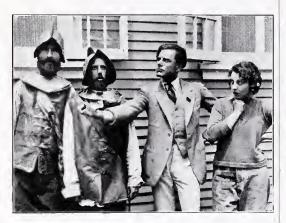
#### By Marion Brooks

Paging the girls in the company (especially the publicity girls), I would like you all to see Tom Meighan as he looks in Cecil B. DeMille's "Manslaughter." If all district attorneys are like him, we girls had better get jobs as court stenographers. You see, he's the district attorney and he has to send Leatrice Joy to jail for carelessly running over and killing a motorcycle policeman. This is surely going to be some great picture.

All you folks who love animals for pets should come out here and take care of the little baby leopard cat which Rodolph Valentino has to play with in Philip Rosen's "The Young Rajah." Just because the little fellow shows his teeth, snarls most of the time and seems ready for a playful little jump, Mr. Valentino doesn't mind. However, the kitten at home satisfies me.

If you were sitting in a cafeteria eating a midday meal which you had hopped around after and collected by saying "I want this" or "Give me that," how would you feel if suddenly a young lady in a soft, clingy evening dress came into the place and started to gather her lunch together in the same manner? And then how would you feel if you next discovered that the young lady were none other than Dorothy Dalton, who was just off a beautiful set from Irvin Willat's "On The High Seas?" (Miss Dalton and Jack Holt are starring in it.) That's just exactly what happened to me. The little cafeteria is just a few steps from the Lasky Studio, and most any noon you may go up there and see a few dukes, royalty, sheiks, villains, heroes, bullfighters, sweet misses of '61 and every other possible character since almost the beginning of time lined up with their black trays.

#### Celebrities Meet "Smith Brothers"



Bert Lytell, appearing in "To Have and To Hold," seized an opportunity last week while on the Lasky lot to introduce Dorothy Dalton to the "Smith Brothers" of the 16th century.

Lytell is here demanding that they come across with the cough drops but they refuse, stating that they have them "to have and to hold."

#### A Great Character



Many of us will recognize this individual as that of W. J. Ferguson, who has more than justified himself as an able character actor on the screen.

Mr. Ferguson plays the part of Jeremy Sparrow in George Fitzmaurice's production, "To Have and To Hold."

W. J. Ferguson

#### Watch Your Step



"You'll surely tumble," says Kathleen O'Connor to Theodore Roberts when the latter tried to convince the former that these were the bicycles used in his day.

In spite of the fact that he has not ridden one in so long, he can ride one with ease now.

Anyway, the grand old man still has his cigar.

#### Star and Director



Penrhyn Stanlaws, director of "Pink Gods," is here shown explaining to Bebe Daniels, the fine points of a rare piece of porcelain which he has placed in a set for this production.

#### Meighan Qualifies as Prison Expert

Thomas Meighan played a dual rôle in the filming of a portion of Cecil B. DeMille's "Manslaughter." Only one of these dual characterizations appears on the screen, however.

In addition to playing the rôle of the young district attorney in Jeanie Macpherson's adaptation of the Alice Duer Miller story, Meighan served as an ex-officio technical expert on the prison scenes in which Leatrice Joy and Lois Wilson were the principal players.

the principal players.

"Tommie" gained his knowledge of the inside of prisons from his work in "The City of Silent Men," much of which was filmed at and about the famous Sing Sing prison. In the course of his work on this picture, the star made several visits to the prison and was permitted to study details of prison routine and customs at close range.

Although the action of this part of "Man-slaughter" takes place at the women's prison at Auburn, N. Y., the routine of all the prisons of the State has much in common. Meighan's knowledge of Sing Sing, combined with that gained by Miss Macpherson while voluntarily serving a sentence in a Detroit women's prison, proved of the highest value in the filming of the scenes.

#### In Paris



While on her visit to Paris recently, Gloria Swanson was royally entertained at our Paris office by the feminine staff, who presented her with a beautiful bouquet of roses.

#### Ye Paramount Town Gossip

(Usual Apologies)

IT'S A very hot day and

IT SEEMS to me that the most worthy

THING to do is to give Mr. Walter Hiers

ALL THE credit that's coming to him

BECAUSE he's running around

THE LOT with a great big heavy

SUIT of armor weighing him down

AND HE'S a little robust anyway

AND there's a fellow playing some very jazzy

MUSIC and it's all in behalf of

WALLACE REID'S "The Ghost Breaker" and

I'LL bet Walter would like the ghost to

HURRY up back to where he came from, but

ONE consolation for Mr. Hiers and that is

THAT Rodolph Valentino and Wanda Hawley are

PLAYING around with a sort of wild baby

LEOPARD who

IS MAKING the day's work on "The Young Rajah"

MORE interesting for Rodolph and Wanda and

WHO has been showing his teeth

QUITE frequently this morning and

PERHAPS Walter's little suit of armor may

COME in handy before the day is over

AND the little leopard may be minus

A GOOD bite of Hier Paramount quality.

I THANK YOU.

—Marion Brooks.

#### MR. PEP SAYS:

The man who can smile at his own defeat has won.

#### Breaking Ground



The big steam shovel has just dipped its powerful fingers into the sod breaking ground for our new film laboratory which is to be constructed on the Argyle lot at the Lasky Studio.

When completed this will be a most complete and

fully equipped modern laboratory.

#### Wanted-A Rubber Wrench

Property men in a motion picture studio are accustomed to furnishing anything from a needle to a two-humped camel on a moment's notice, but when Joseph Henabery, who is directing Alice Brady in her first picture, "Missing Millions," asked for a rubber monkey wrench Bill Johnson, the property man, was stumped. He didn't know whether Henabery was trying to play a joke on him or not. He had heard of plumbers' apprentices having been sent for left-handed monkey wrenches but this was a new one on him. However, like the good prop man that he is, he went out and had a rubber wrench made. It was used in the robbery scene where Frank Losee, playing the rôle of a Wall Street broker in the picture, gets hit on the head.

#### Talking It Over



Jack Holt (left) and Peter B. Kyne, noted author, are talking over a series of stories by the latter in which the former will star.

#### Accelerate Your Access To Success With Accessories—New York



# The Pepville Gazette



Vol. 7. No. 1

MONDAY, JULY 10, 1922

Price: Market All Shot

#### THE PEPVILLE GAZETTE

PUBLISHED WEAKLY Entered at the Postoffice through the Mail Slot

Editor's Office: Not Very Hard To Find

Extra-No Rain In Two Days

#### How Come?

The Atlanta Exchange received the following letter from an exhibitor in their territory: "Dear Sir: We received the sample of 'Fan photos' but what good are they to us because the

sample of Tan photos but what good are they to us because the handles are missing on all of them? How can a fellow fan himself without the handle?" He wins the perforated drink-ing our

#### Could Not Wait

A retail dealer in leather goods, doing business in Balti-more, wrote to a firm in southmore, wrote to a nrm in source ern Massachusetts ordering a more handise. The ern Massachusetts ordering a carload of merchandise. The firm wired him:

"Cannot ship your order until last consignment is paid for."

"Unable to wait so long,"

"Unable to wait so long," telegraphed the merchant. "Cancel the order."—Joy Book.

#### Old Acquaintances

Mother (to boy of four who stands transfixed before one of the cages of large birds in the zoo)—Come, dear, we must be

getting home.

The Boy (tugging at her sleeve)—But look, mother, the stork is trying to see if he remembers me still.

#### Who' Could Sell This Fellow?

R. D. Thomson, branch manager at Omaha, is in receipt of the following report on a small Nebraskan town from Salesman McFarland:

"Closed until October. Poor exhibitor and worse house. Postmaster had been dead in this town a week before anyone knew it."

Cabbage to cabbage, Slaw to slaw, She broke my heart And I broke her jaw.

#### Shocking

Dixie: "What do you think of my new dress?" Mabel: "It's ripping!" Dixie: "Oh, Heavens!"

# Last Minute News

Jesse Lasky Announces That Poli Negri Will Arrive in August-She Will Make a Picture in Our Long Island Studio.

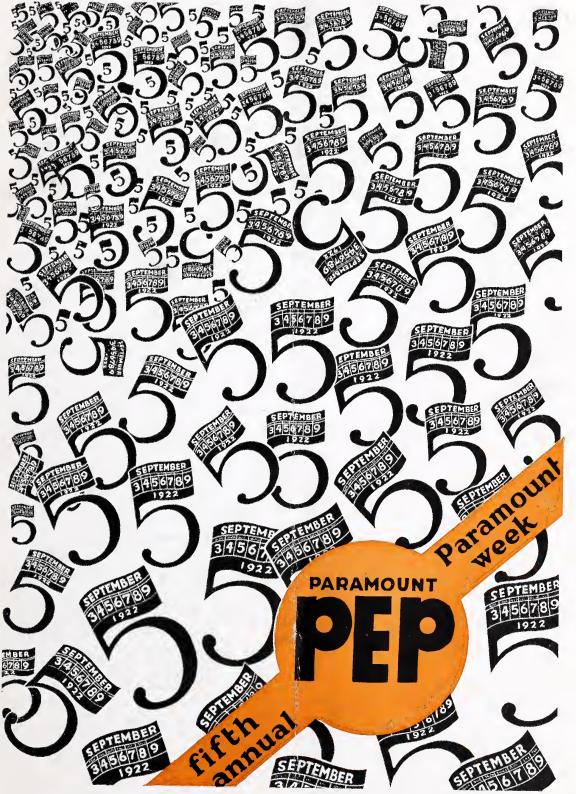
Elsie Ferguson To Start "Outcast" Next Month, also at Our L. I. Studio-Stories Next Week.



EYE ON THE DOLLAR -

MR. FIFTH ANNUAL PARAMOUNT WEEK-HE'LL BE OF GREAT SERVICE TO YOU - YOU'LL FIND HIM YOUR STRONGEST

MR. EXHIBITOR MEET



SPREAD IT NATION WIDE

#### Tell The Exhibitor About This

George Fitzmaurice's Production "To Have and To Hold," Presents an Opportunity for One of the Best B. O. Attractions of the Season

Just devour Jerry Beatty's colorful and enthusiastic description of George Fitzmaurice's production, "To Have and To Hold," and the exhibitor will be anxiously awaiting his opportunity for the screen presentation. Mr. Beatty says about this production:

"Action, love, suspense, fights, blowing up a ship, a court orgy, a bride market, beauty, bloodshed, sex interest, comedy, marvelous sets, a battle between a man-o'-war and a pirate ship, great swords-manship, gowns that it took sixty dressmakers a month to prepare, startling photography, more romance, more suspense, more action——"

And there you have George Fitzmaurice's production of "To Have and To Hold," the biggest-selling novel of the last twenty-five years.

Betty Compson—never lovelier—in pearls and brocades one moment, in a hastily improvised bathing dress the next, in gowns low cut and gorgeous and

in gowns more modest and dainty.

She is the girl who, rather than marry Theodore

Kosloff, fled to America to wed the first man who asked her.

Bert Lytell, romantic hero, swordsman unexcelled, brave and daring, is the man who asks her.

Always is something doing in this story. The characters are real human beings, loving and fighting and loving some more. There's not a bowing puppet in the show. It's the rapid fire drama that made "The Three Musketeers" a success, combined with a potent sex interest all told swiftly against a background as colorful as a show at the New York Hippodrome.

"To Have and To Hold" is the most expensive picture now being shot in our West Coast studio. Ships were bought and rebuilt and blown up, hundreds of pirates and Indians took part in the mass fighting. A whole shipload of beautiful girls were landed in the wife-market scenes. In a massive set is being shot the orgy at the court of King James.

Every scene in the picture is a Fitzmaurice triumph. Famous for the beauty of his productions, he has here a type of story made to order for lavish settings and beautiful composition.

It is one of those stories where the spectators are always on the edge of their seats. Thrill after thrill seasoned with beautiful girls and beautiful backgrounds is the dish that Fitzmaurice is preparing.

The cast is real box-office stuff. Betty Compson and Bert Lytell are wonderful in this romance of romances. Theodore Kosloff, the venomous King's favorite, has the finest part of his colorful career.

When you see Betty Compson you won't wonder that Bert Lytell fought all over Virginia, England and the Atlantic Ocean to keep Theodore Koslof from getting her.

Now, do you think the exhibitor will want this one?

#### Takes a Wife

August A. Harding, who has been with our corporation for the last seven years at our Home Office, was married last week to Miss May Schnell.

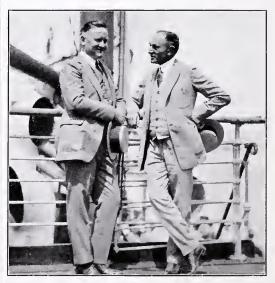
The knot was tied while Mr. Harding was on his vacation.

#### Wobber Says-

Commenting on the possibilities of the West Coast in our Paramount Week drive, Mr. Wobber says:

"We look for a result in our sales through same which will aggregate a greater volume than we have ever experienced in our history and you may rest assured that from the West Coast there is going to be at least one winner in the forthcoming contest and it would not surprise me if we landed all three prizes."

#### Bon Voyage



Just before the Laconia steamed out of the harbor recently, Pep's cameraman secured the above photo of E. E. Shauer, Director of our Foreign Department and John W. Hick, Jr., both bound for Europe.

This is the very latest photo of the two popular gentlemen and Johnny Hicks is just telling Mr. Shauer to "watch Australia's dust."

# Avoid Useless Arguments

#### Two-Color Advertising in Saturday Evening Post

For the first time in the history of our big seven-year-old campaign of national advertising, we will use two colors in its display advertisement to appear in the *Saturday Evening Post* in the issue of July 29.

This issue of the *Post* will carry a double-page spread announcing to the public the forty-one productions listed for release during the first six months of the year starting August 1. The upper half of the left hand page will consist of a brilliant red background, with white stenciled text reading as follows: "Paramount Announces Its Greatest Program of Motion Picture Entertainment." On the opposite page the productions are listed, with the titles in the same red, alternating with the brief descriptive lines on each production printed in black. The list is surrounded by a blended red and black border, and running across the bottom of both pages is "Paramount Pictures" in red. The whole makes a most brilliantly effective display.

This two-color display marks another step in the progress of our national advertising. For more than five years the *Post* and other national advertising was confined to full-page space. During the past year the use of double-page spreads was inaugurated as a fixed policy and now another advance is made with the adoption of the two colors, giving further evidence of the faith which the Company places in its national campaign as an effective and certain business builder for exhibitors of our product.

### Speaking of Pessimist



'Tis all the truth in the world when said that if a man thinks the world is against him it does not take long for him to be convinced of his thought.

We can preach, tell, talk, write for years that it does not pay to worry, but still some people will persist in worrying, which interferes with their progress of today.

#### A Late Photo



On Mr. Lasky's recent visit to Franz Molnar, celebrated author and playwright, the two posed for a photo on the balcony of the latter's home in Budapest, Austria.

Mr. Lasky had a most interesting and lengthy conference with Mr. Molnar regarding future plays to be produced during the coming season, and it is expected that Mr. Molnar will furnish very interesting material for the production department.

Mr. Lasky is on the left and Mr. Molnar is on the right.

#### Paramount Wins

Last week our Home Office nine crossed bats with the Metro nine which resulted in a tie score at the end of the ninth, game being called on account of rain.

Our Home Office nine maintained a comfortable lead up until the eighth when the rain seemed to be a good luck charm to the Metro nine who sent two men over the plate tying the score. However, they got together again last Wednesday with the result that Paramount romped away with the big end of the score, the final tally being 10—5.

In the first game the battery for our Home Office team were Warren and Cassidy; in the second game, Warren and Winston. For Metro, Arthur Loew was on the mound in the first game and Messenger in the second.

#### Reel Poetry

He rented the old Op'ry House, And cleaned out all the hay, His opposition laughed and said He could never stay!

He signed a Paramount contract,
The people had to come,
What once was Ezra's hay-loft
Is now the Hippodrome!
LESTER TOBIAS,
Salesman, New Haven.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION

1ts Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

JULY 17, 1922

No. 2

#### Some Straight Talk

By "Alfred"

Cooperation is a subject about which everyone knows a whole lot. That is to say, they think they do. They know what the word means, but they positively do not know which way they can work it out. They will read an article on Cooperation, and, on finishing it, say: "There's a pretty good article in PEP this week on 'Cooperation.' Read it some time." From then on that article is remembered about as well as which shoe you put on first that morning.

My good friends, that article is not only to be read. It's not like a novel that one can read and then forget about. Only by constantly dinning it into your ears will you ever fully realize the full, glorious meaning of that word—

COOPERATION.

Think for a few minutes of the tremendous power wielded by you, whether you are an office boy or someone with an (equally) responsible position. Don't sit down and say: "I get paid for doing this. You get paid for doing that. Well, do it!" Some little birds feel quite humorous sometimes about it.

I heard one of them blossom out like this once: "Kiss your own sweetheart, and I'll kiss mine. Do your own work and I'll do mine." Haw! Haw! One poifectly good half-hour gone to the dogs. This, mind you, after

"reading," umpteen articles on "Cooperation."

If someone wants something done at a certain time every week, be sure that something is necessary or you would not be asked to do it. So, well, what's the use of sitting down and grumbling from Monday morning until Saturday noon-time? You only get paid for what you are doing. That's right, little boy. Stick up for what you do. Everybody else can go to the land of no coal bills except the cashier.

But listen.

A word to the wise is supposed to be sufficient. If YOU are wise, the first thing you will do is to hunt up as many articles on Cooperation as you can, and let everything told you in that article sink into that mudhole of yours.

It'll stick!

#### MacIntyre to Foreign Department



R. E. MacIntyre

Just recently E. E. Shauer, General Manager of our Foreign Department, announced the addition of R. E. MacIntyre to that department.

There are very few individuals in the organization today who can boast of a bigger personal acquaintance of members in our organization than can "Bob" MacIntyre.

Bob came with the organization in 1917 as a traveling auditor working, at that time, under the direction of Mr. Toone, Chief Accountant of exchanges.

In June, 1919, he was appointed Special Representative of the Department of Distribution, which position he has occupied up until his recent transfer to the Foregn Department.

It will be remembered that Mr. MacIntyre opened all of the Canadian exchanges insofar as providing exchange quarters, equipment, fixtures and training the personnel was concerned.

It was his masterly operation in these events, coupled with his consistent resulting efforts in the field for the past four years that prompted Mr. Shauer to solicit the services of MacIntyre for the Foreign Department and in placing him in the responsible position of Assistant to Mr. Cochran who will be in charge of our offices in Japan. Mr. MacIntyre sailed with Mr. Cochran July 13th for the Orient, where he will see that suitable exchange quarters are selected and that proper equipment and personnel are installed at the new Tokio exchange.

"Bob", also known to his colleagues as "Mac", has worked very close to Mr. Chamberlin for three years and in commenting on Mr. Mac-Intyre's transfer, Mr. Chamberlin said:

"I believe there is no one in the Domestic Organization who will feel Mr. MacIntyre's loss more than myself. I will find it indeed hard to fill his place. However, I am most happy to see him presented with this wonderful op-

(Continued on page 11, 2nd column)

# Possess That Self Respect

# One of Biggest Tie-Ups To Date

Publicity Dept. Close Big Proposition With Large Hat Concern for "Nice People"

Our Publicity Department, under the direction of Charles E. McCarthy, has just accomplished what we consider the perfect nation-wide advertising tie-un. The Mallory Hat Company, Inc., of 234 Fifth Avenue, is the firm co-operating and the picture which will have the benefit of the tie-up is William de Mille's producton, "Nice People."

The Mallory people, who are among the largest manufacturers of high-grade men's hats in the world, are going to open their Fall retail sales campaign with a tremendous advertising smash run simultaneously in the rotogravure sections of fifteen leading newspapers on Sunday, September 3, and the big thing about it is that this is the very day of the release of "Nice

People," and marks the opening of Paramount

The copy, in the preparation of which Mr. McCarthy collaborated, will consist of a quarter-page display dominated by a fine portrait of Wallace Reid, who heads the all-star cast of "Nice People." Reid wears one of the new Mallory hats of exclusive model and undermainly hats of exclusive model and under-neath the portrait, well displayed in a panel, is the simple text, "Wallace Reid, the Famous Paramount Star in 'Nice People,' Wears Mal-lory Hats." The portrait and inscription are surrounded by an effective Ben Day and block panel border.

The newspapers to be used are the Los Angeles Times, San Francisco Chronicle, Chi-cago Tribune, Louisville Courier-Journal, Des Moines Register, Baltimore American, Boston Herald, Detroit News, Minneapolis Tribune, St. Louis Post-Dispatch, Omaha Bee, Buffalo Courier, New York Times, Cincinnati Commercial-Tribune and Cleveland Plain Dealer—a combined circulation of about three million.

The Mallory people are making 4,000 window cards reproducing the advertisement and these window cards are to be sent to Mallory dealers wherever the picture is to be shown, with instructions to tie up directly with the theatres in window displays.

In addition to the newspaper space, the advertisement will run simultaneously in quarterpage size in the Saturday Evening Post, which will carry a double-page advertisement of "Nice People" and "Her Gilded Cage," and it will also be run in nearly full-page size in the September issue of the American Magazine, for a combined circulation of nearly 4,000,000 copies, making a total circulation of 7,000,000 on "Nice People," the week of its release.

The perfect timeliness of this tie-up, both as regards the date of the picture's release and the Fall hat openings, makes it one of the most uniquely effective yet accomplished in the field of motion picture publicity.

Not only does the tie-up furnish a solendid field for the activities of the exploitation men, but it also is another sales argument for the booking of "Nice People."

Tell your exhibitor what Paramount Publicity is doing for him.—PEP.

PEP W.H.

#### A Go-Getter



Horace Conway

This distinguished gentleman is none other than Horace N. Conway, Salesman covering Zone three the Milwaukee Exchange.

Horace says he is out for one of those eight Branch Managership positions and from his record it looks as though he will give somebody a good race.

#### Paramount Week Bookings to July 8th

Boston 63	
New Haven 25	
Portland, Me 40	
Albany 25	
Philadelphia	
New York 30	
Buffalo 63	
Washington 52	
Denver 101	
Seattle 48	
St. Louis 72	
Des Moines 51	
Portland, Ore 50	
Milwaukee 50	
Cincinnati 75	
Indianapolis 96	
Detroit	
Omaha 72	
Salt Lake 145	

Keep your eye on this list in the future.

Very soon we will give the list of exchanges as they stand on Paramount Week bookings and it's up to you to keep your exchange near the top.



IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

### "Paramount Week Free Accessories"

AS usual, our Company has spent thousands of dollars this year for free advertising accessories for Paramount Week, only this year we believe that our money has gone further, because we believe that we have the best Paramount Week accessories ever made.

And judging from the requests from Exchanges, the men in the field and exhibitors evidently agree with us in this respect. But everything has a limit and these few words are simply a plea to you to use your judgment in distributing these free accessories.

I have seen with my own eyes, many orders from exhibitors for Paramount Week free advertising which were far in excess of the greatest quantities of advertising which the same exhibitors ever bought on a picture. We do not wish to be unfair. We want everybody to have enough. We have made more this year than ever before, but where an exhibitor asks for quantities out of proportion it either means that the request itself is too large or that he has not been buying sufficient accessories from day to day, on his regular bookings.

Try to apportion your Paramount Week accessories to your exhibitors now, as fast as Paramount Week bookings come in. Then you will be on the safe side and everybody will be happy.

MEL. A. SHAUER.

# PEP'S ACCESSORIES BIN

CONTINUED

# Sales I Have Made

Samunanan mananan manan ma

"Week ending July 8th we sold 14,100 heralds, which is the best record we have made on this item in some time."

M. REHFELD, Omaha Accessories Manager

"For week ended July 8th we sold 123 twenty-four sheets."

J. H. ELDER, Dallas Accessories Manager

"For week ended July 1st we sold 371 twenty-four sheets,"

M. GLUCK, New York Accessories Manager

"The other day Mr. Poulton of this Department by an energetic sales talk backed up by a display of the material in question, was able to sell the Bristol Theatre, Bristol, Conn, a total of 20 additional inserts and 22x28s on four pictures in all."

V. JOHNSON,

New Haven Accessories Manager That's the right dope, Poulton. It never hurts to tell 'em about our stuff.

"Miss Violet Naiman, Form 47 clerk, sold one thousand heralds on "SATURDAY NIGHT" to one of our small accounts who never used heralds before.

"Week ending July 1st we sold 115 insert cards which establishes a record for New Haven. We hope to make this look insignificant in time to come."

V. JOHNSON, New Haven Accessories Manager

海のイルイ

#### Fanfotos

Up to the time of going to press, the following is the condition of the sale of Fanfotos:

Quantity sold	Total sold
Week ended July 8th	to date
. 1,000	7,000
. 1,000	5,990
. 500	1,500
500	3,500
None	1,200
"	1,000
. "	1,000
. "	4,000
. "	4,400
. 4,000	4,000
None	3,000
. "	80,000
	Week ended July 8th . 1,000 . 1,000 . 500 . 500 . None 4,000 . None

Here are eleven Exchanges out of thirty-one who have sold Fanfotos. When are the rest of you fellows going to get on the wagon?

Sid and Jerry



Here are Sadie ("Sid") Falkman and "Jerry" Novatski, of the Home Office Advertising Accessories Department. Miss Falkman passed her third year with Paramount last February, while next September 3rd to 9th will be Mr. Novatski's Fifth Annual Paramount Week. Both have been with Mel Shauer since the inception of his department—and Mel says they really run the works.

#### "Atlanta Accessories Slogan"

Mr. Freeman, Atlanta Accessories Manager, together with Mr. W. W. Caldwell, Exchange Department, thought our accessories slogan was so good that all of the Southern Exchanges have been authorized to have a supply of their letter-heads imprinted with the slogan in red ink at the bottom:

"If It's Worth Running It's Worth Advertis-

ing."

These letter-heads are then used by the Accessories Department when writing exhibitors. Try this in your Exchange. It is an inexpensive bit of direct advertising which will certainly convey to the exhibitor that we believe what we preach.

#### "325 Insert Frames in Two Days"

This is the record made by Russell P. Collins, Accessories Manager at Boston. Mr. Collins has held all records so far for the sale of insert frames and cards and in this wonderful feat he has outdistanced himself.

In a letter to Mr. Shauer, Mr. Collins stated he has disposed of 225 gilt frames. He also stated that this was just the advance guard and we are now forced to believe him for the very next day he sold another hundred.

Many congratulations, Russell. We don't lose sight of the fact that this means a whole lot of insert cards to be added to the wonderful record of sales.

#### Milwaukee "Lou"



Louis M. Kane

This will introduce Louis M. Kane, better known as "Lou," salesman from the Milwaukee Exchange, Zone five, in upper Wisconsin.

Lou possesses that remarkable genial personality needed so much for the sale of any good product.

The fact that this personality of his is conducive of good results is attested by the stream of contracts he sends back to the office.

Mr. Kane has been in the business less

than a year but has made remarkable progress in so short a time.



#### Baseball News

By Bill Robson

Pittsburgh Paramount Pep Club has again earned its name in its baseball team of which Tommy Skelton, Booker, is Manager and Jimmy Kelly of the Shipping Department is Captain. The project is largely to be credited to these boys and Forrest Little, Booking Manager, and Pat Livingstone, Chief Accountant. Forrest Little is chairman of the Athletic Committee of the club and Livingstone of the Entertainment Committee.

There is some talk of a challenge to the Cleveland Exchange Team, and negotiations are now being carried on through correspondence. Both sides are still talking in telephone numbers but no doubt before long they will come to an agreement and this famous match will be one of the events of the summer.

原言語學

#### Indianapolis Notes

By Mildred Latta

Our exchange wants to welcome Miss Ramona Bertram to our Maintenance Dept. She is a sister to Miss Zenda Bertram and we hope she handles our supplies as well as Miss Zenda handles Form 40.

Miss Ella Leach, Mr. Parr's stenographer, is back from her vacation all pepped up for Paramount Week.

#### Denver Darts

By "Rickety" Ricketson

Short and to the point might be the best way to term the sales conference which just closed at this office. It was in charge of Mr. S. R. Kent and Mr. Louis Marcus. To say that the boys departed for their respective territories "pepped up" is putting it mildly. Here's a pair that could get action out of Congress. Mr. Kent and Mr. Marcus could only stay a day with us. We are hoping for a longer visit next time.

Our popular branch manager, Mel Wilson, is confined to his bed as a result of a nervous breakdown. Mr. Wilson suffered from a severe attack of influenza during the early winter. Before he had fully recovered, he returned to his job, bringing on his present illness. Mr. Marcus has sentenced Mr. Wilson to a two weeks' rest. While his engaging personality and optimism is missed at the office, we don't want to see him at his desk again until the doctor pronounces him the war horse of old.

We are pleased to welcome Donald Beck and H. H. Hoag to the Paramount family. Mr. Beck has been assigned to the shipping department and Mr. Hoag is assistant poster clerk.

The girls of our office are planning a weekend party at Eldorado Springs. Several summer cottages have been rented for the occasion. Pictures in bathing suits et al are promised for PEP that will bring forth the jealous wrath of Gloria Swanson.

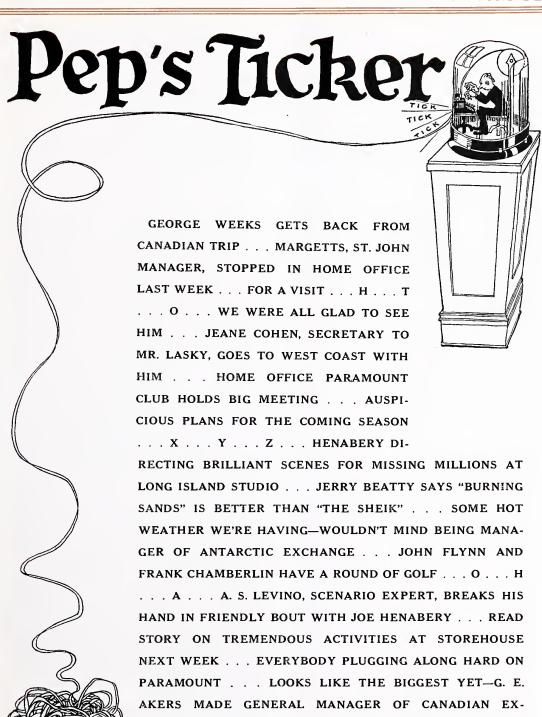
#### Ziegfeld-Lookout!



When Ziegfeld went in search of his beauty chorus, he certainly must have made a careless trip thru New Orleans, as he missed the feminine end of our exchange there to the tune of a dozen pretty girls.

From left to right they are: Misses Mary

From left to right they are: Misses Mary Carbo, Emily Choate, Henrietta Kelly, Bernaded Rolechaux, Hazel Roberts, Laura Miller, Margaret McDonell, Veronica McClosky, Olivia Kennedy, Mildred McDonnell, Mildred Hildebrand, Doris Baker.



CHANGE-WILL HAVE HIS HEADOUARTERS AT TORONTO

. . . STORY NEXT WEEK.

## A Paramount Poster Is—

#### In the Sunny Clime



Now that the warm weather has rolled around, perhaps we are not so envious of Miss Sonovia Rogers, of our Los Angeles Exchange, a lover of the water and an all-year-round swimmer.

The photo was taken in March.

Mis Rogers is Secretary to Mr. O. V. Traggardh, Branch Manager at that office.

Sonovia Rogers

#### Des Moines Murmurs

#### By J. J. Friedl & Hazel Douglas

Salesman Nicolls and John J. Friedl, Exploiteer, traveled together a couple of weeks ago and the results of their combined efforts was most gratifying. At the start of the trip Nick pledged himself to land four tough towns solid for the month of September. Two of the towns were closed solid that week and Nick went back the following week and landed the other two.

Jack Curry, Accessories Manager, is on a vacation. He breezed into the office the other day all tanned up, had been playing golf and said he made the course in six.—Six hours.

Jimmie Schorgl, our new Booking Manager, has won a place in the hearts of every motorist in the office. He can repair a car as good as he can book Paramount pictures, and that's going some.

Miss Edith Gray is not letting any dust accumulate on the Contract Department, either. Miss Gray is a very charming blonde who replaces Miss Mickey Wheeler, former Contract-er-ette who was overcome by the Homesickness Blues and packed her grip and took a trip—Home to Portland, Ore.

#### 'Tis Spring



Herewith you see two popular screen favorites from our Torontooffice; "Peggy" O'Neil and "Bam" in an allegorical scene from "Beauty's Worth."

#### Things in Toronto

#### By Bam

Morris Milligan, our waggish Branch Manager and Hank Nathanson, brother of the illustrious N. L., have set themselves up a bachelors' paradise in one of those new-fangled trick apartments where everything disappears except the monthly rent bill. Morris says he wouldn't be surprised if he awoke some morning to find himself hanging on a hook in the closet.

H. R. Patte, Booking Manager, is exploiteering. When "Across the Continent" played the Alhambra, Patte bannered his little red car (which Leo Haag heartlessly remarked was garaged on the shelf of the revising room) toured the streets and ballyhood in front of the theatre. This seems to us a good way to secure additional bookings.

Eddie Zorn, the Dapper Dan Sales Representative of Canada, comes in for considerable mention this week. In the first place, Eddie won the \$25 prize for the month of June awarded by Toronto to the salesman turning in the most Paramount Week business in proportion to his quota. He is confident enough to say that he will also carry away the \$25 prizes for July and August and the capital prize of \$50 at the finish. Not to be outdone by the Buffalo Exchange, Manager Milligan has installed a horse race in his office known as the "Free For All Paramount Week Derby." It is very similar to the contraption invented across the line. Zorn is leading, followed by Jim Foy, who is just a nose ahead of Pat Hogan, then Hatfield. The race is to the swift and wagers are posted daily. Bam made a \$20 sale but was ruled off the track as unqualified among these fast steppers.

**Charles Doerr,** Chief of our Inspection Department, has the deep sympathy of every member of the Toronto staff, his dear sister having passed away just recently.

#### A Milwaukee Rose



Rose Judel

Here we have a pen and ink sketch of Miss Rose Judell, who holds the exalted position of secretary to Al. Bernstein, Branch Manager at the Milwaukee Exchange.

Aside from these duties, Miss Judell is always willing to cooperate with everyone when the time permits

and has given able assistance to both the Exploitation Department and as Assistant Correspondent to PEP.

# The Menu of A Pleasure Feast — Chicago

#### Cincinnati Snickers

By Sammy Cohen

Herb Elder, District Manager, is vacationing at Milan, Ind.—famous for its baths. From his description the menu goes something like this: for breakfast, stewed prunes, a bottle of mineral water and a bath; for lunch, half a lemon, two bottles of mineral water and a bath; for din-ner, cream of onion soup, a little raw meat, three bottles of mineral water, and a bath. Well, they say "cleanliness is next to godliness." Herb confesses that the real reason for all the baths is to comply with Harry Neill, sales mana-ger's dictum that "Hereafter we must sell the exhibitor clean!"

Mildred Bocklage, familiarly called "Sugar," attended a wedding the other night. The next day several people at the office inquired concerning the event. "It was a near-success," she replied. When asked to explain she said, "Everything went along smoothly until the close of the ceremony when the groom got so excited that he kissed the minister and handed the bride \$5.00."

Manual Naegle, the golfing booker, in looking for new fields to conquer, has turned his attention to tennis. We fear that tennis will supplant golf in his affections, because as he himself admits he gets more "love" out of tennis, altho he is more often beaten.—Claud Saunders please note.



#### New Orleans Exchange

#### J. R. MacEachron, Jr .- Correspondent

Miss Mildred Walter, of Contract Department, said: "Nothing ever happens to me so I guess I can't get my name in PEP." She has lots of "pep," however, so we just had to mention her name.

Mrs. Pauline Taylor, cashier de luxe, leaves on her vacation in August for California, where she will visit the studios. Hopes to meet our Sheik Rodolph, Gloria Swanson, etc.

Joe Fabacher, formerly of Booking Department, hits the trail in a couple of weeks. Joe is going to handle the Mississippi territory. Don't overlook Paramount Week, old kid, for we are going to win us a prize.

Miss Alice "Biddie" Davis said she was going to enter a contest with "Freckles Barry." No, she hasnt just a few, but thousands. She said: "Sunshine means nothing in my young life for have them on cloudy days just the same."

#### Buffalo Accounting Department Picks the Winner



Each one of these young ladies has picked their favorite Jockey to win the Paramount Sweep-stakes during the Fifth Annual Paramount Meet at the Buffalo Office. The selection and line-up is as follows:

		Zone	Jockey	Entry	Standing
Miss	Harrington	1	Kempner	S. R. O.	2
	Arnold	2	Wolfe	Ready Money	4
Miss	Ludwig	3	Fater	Record Breaker	1
	Gross	4	McCarthy	Capacity	5
Miss	Weber	5	Rose	Holdemout	3

Just look at the facial expressions and you will readily see how they stand at the first quarter. Can you imagine what the Collections will be for the five weeks ending September 30th?

Reading from left to right:

Miss A. A. Harrington, Chief Accountant. Mrs. R. M. Arnold, Stenographer-Clerk. Miss S. E. Ludwig, Biller-Form 40 Clerk. Miss Clara Gross, Lcdger Clerk. Miss A. L. Weber, Cashier-Advance Payment Ledger Clerk.

一一一一

#### MacIntyre to Foreign Dept.

(Continued from page 4)

portunity by Mr. Shauer, and I wish him all the success in the world. At the same time congratulate the Foreign Department on such a valuable acquisition.

"MacIntyre," continued Mr. Chamberlin, "I am sure has acquired a roster of wonderful friends thru his genial personality and his desire to assist all those with whom he came in contact during his operations in the field. The District and Branch Managers, salesmen and everybody in all offices with whom MacIntyre has been connected, have nothing but the best of words for him, and we at the Home Office as well as those in the field, know that he can-

not help but succeed in his new position."

Here's hoping that "Mac" has a wonderful trip, maintains good health and acquires the fortune, a man of this type deserves.



#### The Wanderer in Paramount Town

By Shirk

Charles Maigne has taken his company making "The Cowboy and The Lady" to Wyoming for a stay of several weeks. Mary Miles Minter and Tom Moore appear in this Clyde Fitch play. Julien Josephson, who wrote the continuity of "The Old Homestead" also adapted this play to the screen. There will be some wild experiences in the heart of Wyoming's waste lands, according to report, and the picture will abound in thrills as well as comedy, affording fine opportunity for both the stars.

Dorothy Dalton has gone to New York.

In a couple of weeks or less, Jack Holt will migrate to New York to start work there under Joseph Henabery's direction, on "Making a Man." This is a story by Peter B. Kyne, author of the "Parson of Panamint," which was under the title "While Satan Sleeps," in which Mr. Holt starred. It was one of his greatest successes. Albert Shelby LeVino adapted both stories to the screen. After making New

York exteriors, the company will return to the Coast for interiors. Jack Holt will go East via the Canadian Pacific, stopping at several points along the route.

Penrhyn Stanlaws is soon to complete "Pink Gods," his production in which Bebe Daniels and James Kirkwood are featured, with Anna Q. Nilsson, Raymond Hatton and others, in important rôles. Diamonds are always an alluring subject and when they form the nucleus of a plot that is filled with romance and thrill, and enacted by such capable players, the results should be all that the most exacting could desire. The adaptation of Cynthia Stockley's story is by J. E. Nash and Sonya Levien.

Contrast is probably the most important thing in motion pictures, as it is in most phases of life and activity. There can be no tear without a smile, no tragedy without comedy. Thus in "The Young Rajah," Rodolph Valentino's new picture directed by Phil Rosen, there is not only the contrast of emotions but of scenic backgrounds as well. New England, the halls of Harvard, and far away India are examples of the vivid contrasts afforded in John Ames Mitchell's story which June Mathis adapted. Wanda Hawley is leading woman.

Wallace Reid completed "The Ghost Breaker," in which he was supported by Lila Lee, recently. Alfred Green, the director, was full of enthusiasm for the picture which has an unusual plot and any amount of opportunity for broad comedy. This is especially apparent in the ghost scenes where Mr. Reid and Walter Hiers fight the supposed ghostly visitants at the old Spanish castle. One of the stunts that the star was called upon to perform

(Continued on page 15)

#### The Famous Cast



Between scenes of "The Old Homestead," directed by James Cruze, now in the making at the West Coast, the cast assembled in front of the quaint dwelling erected on the Lasky ranch.

They danced to a phonograph, played spelling games and talked, in fact, they are a lively bunch just like a big family.

There was never a more wonderful cast assembled for a classic taken for this production.

In the photo, left to right, they are, standing: Walter Reed, Percy Morris, Robert Gallmer, Gilbert Fones, Clarence Thomas, Harrison Ford, George Fawcett, Vernon Keays, Florence Egan, James Mason.

Left to right, seated: Jack Welsh, Karl Brown, George Kroman, Ethel Wales, T. Roy Barnes, Fritzie Ridgeway, James Cruze, Theodore Roberts, Kathleen O'Connor.

#### "They Don't Rave!"

By Marion Brooks

Many folks have the mistaken idea that to be a director there must be a roaring voice, a megaphone, disheveled clothing and a mop of furious hair. That's all wrong. There's no more peaceful or quiet place than a set with a director "shooting." In fact, the music, which is playing during the taking of every scene, makes the whole thing more soothing than most places. A director very seldom raises his voice, and he doesn't rush around and get excited, nor does he mop his brow and rumple up his hair. It is interesting, though, to watch the work of each man, and to note the different ways each has of accomplishing his purpose.

Take Penrhyn Stanlaws, who is making "Pink Gods." His voice is very low and he uses his hands and gestures more than he uses his voice. He'll say: "Like this," and then go through the motions of an entire scene without another word. Then there's Sam Wood. There are many tense and exciting scenes in "The Impossible Mrs. Bellew," which he is now making, but he doesn't even use a megaphone. He talks more than Mr. Stanlaws does and gestures less. He's always right in back of the camera, and the only time you see him a bit disheveled is on a hot day when he opens his tie and collar to try to keep cool. Mr. Fitzmaurice is a little more demonstrative than the rest, but that isn't because he's a director—it's because he's a Frenchman. Just now, too, he's making "To Have and To Hold," and he has such large extensive sets that it is necessary to use both the hands and the voice to take in all his crowd.

The calmest of them, I think, is Philip Rosen. Perhaps he has rehearsed his people before they come on the lot, for he says hardly a thing and they start right in on their little act, seemingly uninstructed but perfectly able. He does run his hands through his hair, but it's in more of a sleepy than an excited way. His hair is so curly that it won't lay down flat anyway. Then there's Cecil De Mille. When he directs, he impresses you at once with his tenseness. He leans slightly toward the folks to whom he is talking and they listen very carefully to get his every word. You have a feeling of absolutely no waste motion or time. Even in his biggest sets for "Manslaughter," his latest picture, silence was golden.

And that's the way it is with most directors. They believe that to be heard is more the art of silence than the bellowing of megaphones.

PEP My

#### On Location

Mary Miles Minter and Tom Moore, with their supporting company, engaged in the filming of "The Cowboy and the Lady," have gone on location for several weeks to the famous Jackson Hole Country in the wilds of Wyoming, celebrated in both the history and fiction of the Great West. All the exterior work will be done there.

#### Where the Art Comes From



When you gaze on the beautiful sets of our productions, you perhaps do not stop to realize the time, thought and honest effort that is devoted to these accomplishments by Max Parker, our Art Director at the west coast studio.

He is the chap who designs them and he is to be congratulated on his results to date.

Max Parker

#### 是三型

# Willat Finishes "On the High Seas" -Dorothy Dalton and Jack Holt Both Coming to New York

The final scenes of "On the High Seas," Irvin V. Willat's production, have been completed. The picture is now undergoing cutting

and titling.

Dorothy Dalton and Jack Holt, who played the featured rôles in the production, will both take vacations before resuming their work in future pictures. Miss Dalton left immediately for New York where she will remain for three months. Mr. Holt will also leave after a little while, for the metropolis, where he will begin work as the star in "Making a Man," which is to be made partly in New York and partly on the West Coast, under the direction of Joseph Henabery, and is the second of a series of Peter B. Kyne storics starring him.



#### Is She Cheating?



Maybe May McAvoy, our little star, does not want the part that casting director Lou Goodstadt is measuring her for, for it looks as if she is bending her knees to make her tiny self even smaller.

#### Mother and Daughter



This is the first opportunity we have had of presenting Mrs. E. S. Ayres, mother of Agnes Ayres, one of our popular stars, with the latter.

To say that mother and daughter are proud of each other only half expresses it.

現の五千五

# Striking Costumes for Valentino in "The Young Rajah"

Some unusual and striking costumes are now being designed for Rodolph Valentino to wear in some of the fantastic vision episodes of his latest vehicle, "The Young Rajah," adapted from the play by Alethea Luce and the novel, "Amos Judd," by John Ames Mitchell.

These costumes are worn by the star in a Hindu legendary vision scene in which he plays by double exposure, the two characters, Krishna, the Hindu god, and Arjuna, his mortal brother. The sequence is symbolical and shows an ancient battle scene with Arjuna and his enemies in fantastic chariots and war dress. Krishna rides in a chariot in the clouds and rewards Arjuna after his victory in the battle with self, by bestowing upon him the divine gift of prophesying the future, which gift is also to be passed on to all his descendants.

Amos Judd, the principal character of the story, is supposedly a descendant of Arjuna and is thus also endowed with this gift.

at the

#### "Scandal" and May



May McAvoy believes in selecting a collie dog for her pet and the photo shows Miss McAvoy and her new collie "Scand a 1" photographed outside the studio. "Scandal" has be-

"Scandal" has become a great favorite with the folks and they are all now beginning to wish they owned him.

#### Odds and Ends

#### By Shirk

How'd you like to be the hind legs of an elephant?

Extra people in "The Young Rajah," Rodolph Valentino's new Picture directed by Phil Rosen, are all enjoying some oddly interesting experiences during a big ball scene. It is termed a "reincarnation ball" and there are elephants, tigers, chickens, donkeys, etc., as well as people in elaborate fancy dress.

Tom Meighan is enjoying a respite from his work pending the start of "The Man Who Saw Tomorrow" under Alfred Green's direction. The Lucky Star took a short trip for a change of scene. He had some rather strenuous work in "Manslaughter," the Cecil B. De Mille producti.n.

"Wally" Reid as a rookie, with goggles, mussed hair and a rather ill-fitting uniform, is a very different looking star in William de Mille's "Clarence." But he says he enjoys it for a change. Agnes Ayres, May McAvoy, Kathlyn Williams and others appear in the same picture—a great cast.

Theodore Roberts has removed the chin whiskers he wore in "The Old Homestead" (directed by James Cruze) but this was casy as they were just glued on. But T. Roy Barnes had to visit the barber to have the natural growth of beard deleted.

#### Betty's New Gown



Betty Compson is here shown wearing an evening gown of draped metal cloth and crystal fringe. The cape is of ermine, lined with jade green satin and striped with ermine tails.

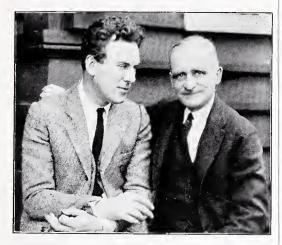
Betty Compson



Wallace Reid has finished his work in "The Ghost Breaker," his latest, directed by Al Green, and after a three-day rest began work the latter part of last week in William de Mille's production of "Clarence," in which he is cofeatured with Agnes Ayres and May McAyor.

featured with Agnes Ayrcs and May McAvoy. The star's last few days of work in the first named picture have been strenuous, due to an almost continuous succession of fight scenes with twelve men in heavy armor in an old Spanish castle setting.

#### **Pals**



When Tommy Meighan visited George Ade's home recently, he did not fail to pay a visit to his old friend, Dan Roche, our Chicago exploiteer.

They are here shown in a characteristic pose

made in Chicago recently.

Tom Meighan is trying to convince Dan that his (Dan's) real name is David Warfield. The resemblance is there, by Jove.

#### On Tropical Island

A tropical island which George Melford is now using as a location for his new production of Robert Louis Stevensons "Ebb Tide," will be the scene of the company's activities for sev-

eral weeks.

No one who has read "Ebb Tide" will ever forget the power and romance with which this masterpiece of fiction is imbued. To translate masterpiece of nction is imbued. To translate it to the screen is no mean task, but Mr. Melford, with his record of success in "The Sea Wolf," "The Sheik," and "Moran of the Lady Letty," is equal to the task we believe. The all-star cast includes James Kirkwood and Lila Lee in the featured rôles, together with Raymond Hatton, George Fawcett, Jacqueline Logan, Noah Beery and others.

#### Banquet Scene

A gorgeous banquet scene in the court of King James the First of England is just now occupying the attention of George Fitzmaurice for "To Have and To Hold," in which Betty Compson and Bert Lytell are featured. Ouida Bergere, with her usual graceful style, has made Mary Johnston's historical novel a most amazingly colorful drama for the screen. William Shakespeare and Ben Johnson, as well as other well-known characters, such as the Duke of Buckingham, all appear in the banquet scene. Theodore Kosloff is the exquisite favorite of the king, and a subtle villain.

#### The Wanderer-

(Continued from page 12)

was to dive head foremost through a six-foot canvas painting. Paul Dickey and Charles W. Goddard wrote the play from which Jack Cunningham adapted the screen version.

An island of tropical character will be the home of the George Melford troupe for a month or more, where most of the Robert Louis Stevenson story, "Ebb Tide," will be filmed. The picture is one that abounds in beauty, exciting action and romance. The great genius of Stevenson, his remarkable handling of character and his color, all go to make his books ideal for the screen. Lorna Moon and Waldemar Young did the adaptation. The featured players are James Kirkwood and Lila Lee with a wonderful supporting cast which includes George Fawcett, Raymond Hatton, Jacqueline Logan, Noah Beery and others. One of the punch scenes is a fight with an octopus which necessitates some fine swimming on the part of Mr. Kirkwood.

Scenes in exclusive Burlingame, near San Francisco (pronounced "Blingam" by the élite), views of the deck of an ocean liner (reproduced at the studio) and other episodes of great interest, have been occupying Sam Wood for his production starring Gloria Swanson, "The Impossible Mrs. Bellew." Percy Heath adapted the story by David Lisle. Miss Swanson, fresh from her tour of Europe and highly enthusiastic over her rôle, has one of the greatest parts she has as yet essayed for us. Conrad Nagel is leading man and among the notables in the cast are Robert Cain, Richard Wayne, June Elvidge, Herbert Standing, Mickey and Pat Moore, both clever juveniles; Helen Dunbar, Arthur Hull, Clarence Burton and

If "The Old Homestead" in its new form as a Paramount picture directed by "Jimmie" Cruze with virtually an all-star cast is not a knockout, somebody will miss their guess—everybody about the Lasky Studio, in fact. The storm which ends the story—a storm that is so realistic that no one will be able to discover that it was all due to the genius of the experts at the studio—is in itself one of the most striking scenes that has ever been filmed. Theodore Roberts, T. Roy Barnes, Fritzie Ridgeway, George Fawcett, Harrison Ford, James Mason, and many others, appear in the cast. The adaptation of Denman Thompson's famous play is by Perley Poore Sheehan and Frank E. Woods, while Julien Josephson wrote the continuity. Walter Woods is supervisor.

When "Tom" Meighan starts "The Man Who Saw Tomorrow" he will have as his leading woman Leatrice Joy, the beautiful actress who has just completed work with Mr. Meighan and a big cast in Cecil B. De Mille's "Manslaughter." This new play is an original by Perley Poore Sheehan and Frank Condon. Alfred Green is the man at the megaphone. He will be remembered as director of other Meighan pictures—"The Bachelor Daddy" and "Our Leading Citizen," both of which are great successes.

# Watch That Personal Appearance



# The Pepville Gazette



Vol. 7. No. 2

MONDAY, JULY 17, 1922

Price:

#### THE PEPVILLE GAZETTE

PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Near The Roof

Weather:

All Outside

#### How Cruel!

First Coed-What did Blanks

First Coed—What did Blanks get arrested for?
Second Coed—Manslaughter.
First Coed — Manslaughter!
How come?
Second Coed—Well, he went over to see his girl the other night, and when he went to say good-night his moustache tickled her to death.—Wampus.

#### A Mistake

Exchange Manager: John, I wish you wouldn't whistle at your work. Boy: I wasn't working, sir;

Boy: only whistling.

#### Tricks of the Trade

Chauffeur (to taxi driver): "I say, lend us your wrench a minute."

Taxi-driver: "Not much, cully —that's 'ow I got it!"—London Opinion.

#### Not So Dumb

First Diner—That waiter is either a fool or a humorist.
Second Diner—What's the

matter?
First Diner—I ordered extract of beef and he brought

#### Wise Cracker

Two Tommies turned punsters went into a restaurant over on the eastern front and said to the waiter, "We want Turkey with Greece."

The waiter replied, "Sorry, sirs, but we can't Servia."

"Well, then, get the Bosphorus."

The boss came in and heard

The boss came in and heard their order and then said, "I don't want to Russia but you can't Roumania." So the two Tommies went away Hungary.

-Commerce and Finance.

Old Mother Hubbard went to the cupboard To get her daughter a dress; When she got there the cup-board was bare, And so was her daughter—I

guess.

# Last Minute News

LASKY LEFT LAST SATURDAY FOR THE WEST COAST

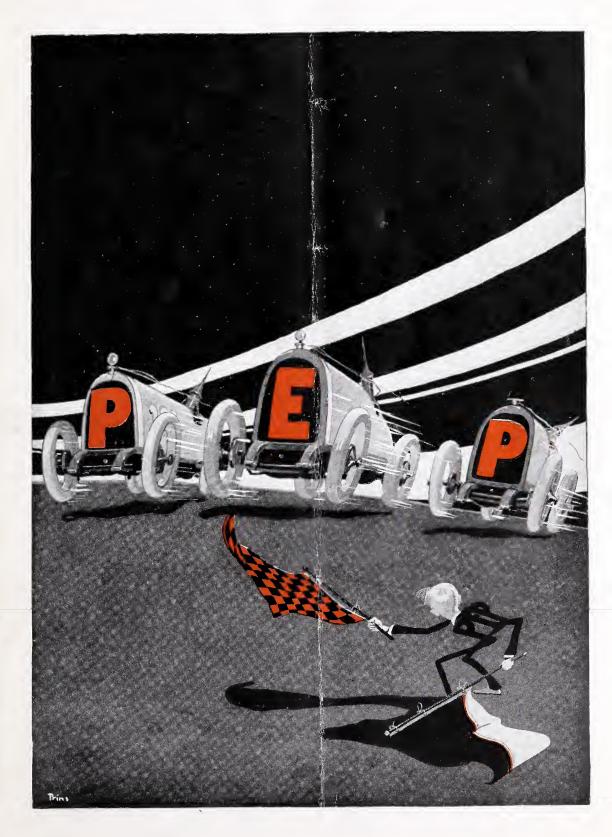
"VALLEY OF SILENT MEN"—COSMO. PRODUCTION IS A WON-DERFUL PRODUCTION—SAYS BALLANCE

S. R. KENT ARRIVES AT WEST COAST

OUR BOY "PROPS" .....

.Fooled Again





# Blood and Sand A Knockout

S. R. Kent Wires Adolph Zukor Regarding This

Marvelous Production

Mr. Kent's wire read:—

# ADOLPH ZUKOR,

Blood and Sand a positive knockout. By far the greatest money picture ever made at our studio. In my opinion will take in more money for us and exhibitors than any picture we have ever released. Niblo's direction marvelous and work of Valentino, Lee and Naldi cannot be surpassed. Simply can't get this picture out of my mind. Please tell the boys positively not to sell where they do not get more money than any other picture we have ever made.

S. R. KENT

# You're Selling The Best That Is Produced

### The Trend of the Times

By S. R. Kent

I was reading a survey of business conditions in one of Roger Babson's Reports the other day. This Babson, probably the greatest statistical analyzer of business in the world today, has again struck the nail on the head when he says we must prepare for a period of gradually falling prices.

The general business situation is in the midst of a falling market and one that will keep falling

What the new so-called normal of the future will be is an entirely different normal than we have known heretofore.

Our success will depend largely on the extent of how well we can accommodate ourselves to the new order of things, of how we will manage our overhead and depreciation in keeping with a lower price market.

But though it is a lower price market, it is a market which will be just as profitable as ever, if volume is secured through wider distribution.

There is food for much thought in what

Babson says on this. Read it; think it over and read it again. It shows a true trend of the times for everybody and is of certain value to all of us. Here it is:

"Now, however, history clearly suggests that we again are starting on a period similar to that which followed the Civil War. Instead of constantly higher prices we must prepare for a period of gradually falling prices. There will be the usual rise and fall, but apparently the major upward swing has been ended. To the merchant and manufacturer this means that "rapid turnover" again will become the first law of business. Whereas before it was desirable, now it is imperative. Goods must sell. Competition will be rigorous. New markets must be found and old markets expanded. There is only one means by which this can be done,-it is, advertising!

"Your advertising will follow one of two lines. You can fight with twenty other competitors for one case of goods which your prospect has already made up his mind to buy, or you can show that prospect how he can use five more cases of goods profitably and then depend upon getting your fair share of new business. Unfortunately most of the advertising in the past has been of the competitive sort. Markets have been broad enough and prices have risen fast enough to make it possible to continue on this short-sighted policy.

"The advertising of tomorrow, however, must of necessity be creative. A falling market will not stand the heavy overhead of inefficient distribution, and you must have quantity production if you are to profit under new conditions. Create the new market, do your prospect a real service and you can depend upon the law of action and reaction for your reward. People just can't help being human and grateful. Do a man a service and you will get his business.'

MR. PEP SAYS:

The poorest can do as much as the richest if he will do all that he can.

#### Our Friend W. J.



W. J. O'Neil, our general auditor for Canada, believes in selecting a natural background, namely, Paramount trademark in its real mountainous form in Banff.

Mr. O'Neil stopped here on a recent trip to the far western offices.

W. J. O'Neil

Meeting at Home Office

Last Friday, F. V. Chamberlin called a special meeting of special representatives at the Home Office to discuss future plans of operation both for old and new exchanges.

The details of this meeting will be given in a story next week.

Those attending were F. V. Chamberlin, G. B. J. Frawley and W. Sussman, from the Home Office and T. A. Kilfoil, F. S. Fountain, Trevor Faukner, R. A. Schuler, A. C. Benson, R. A. Kreier, C. R. Cooper and H. J. Lorber from the field.

New Branch Manager

Just recently, S. R. Kent announced the appointment of J. H. McIntyre as Branch Manager of our Portland, Maine, Exchange.

This appointment became effective June 26th. 1922.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

> FAMOUS PLAYERS-LASKY CORPORATION Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

JULY 24, 1922

No. 3

#### Upholding Value

We are reminded that it was but a short time ago when one of the largest candy manufacturers in the world, decided that they would save money and lay off advertising for a period

of two years.

This conclusion was brought about by a demand on their product exceeding their possible supply. They did lay off advertising and ceased for a period of two years to display their trademark before the ever fickle public, with the result that this particular concern suffered millions of dollars in losses, to say nothing of the uphill struggle, not alone for their former standing, but to solicit even a percentage of the former demand.

Many other large business corporations knew of this terrible mistake and profited thereby.

The trademark-that's the nugget in our brooch of business today. We must not only treat it as a matter of course in accompanying our advertising, but we must go further and put the words PARAMOUNT PICTURES in every nook and corner possible. This has not been done to the greatest possible degree and every representative of Paramount in the field should not overlook the fact of the tremendous value placed on these two words by our corporation.

Not only must we not overlook the value to ourselves, but to the exhibitor, for after all, it is the one big connecting link between our national advertising and the exhibitor's screen.

If after spending tremendous sums for the exhibitor in advertising direct to the public's door, is it fair to overlook the smallest place-ment of this phrase—PARAMOUNT PIC-TURES—in every community?

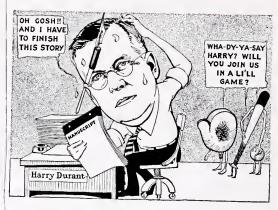
Indeed it is not.

Just as we think up ideas for the exhibition of our product, so must we accompany these ideas with additional ones for the proper display of the most famous trademark known to motion pictures.

Hammer away on this until you get it.

The progressive exhibitor surely should realize by this time the value of freely and conspicuously exhibiting our trademark to his public. If he does not, then it is up to every representative to point out the reason why he should.

#### Men We Know



This is our old friend Harry Durant of the Production Department, one of the men who can do two things at the same time. He has two sons in Yale University. One of them is playing Varsity baseball while the other is a capable tennis player.

However, in spite of the fact that Harry gives a lot of thought to sport he has more than his share of looking over manuscripts and purchas-

in stories for the Paramount public.

#### A Two-Way Sale

Here's one that J. E. Bates, salesman in the Cleveland office put over. A new house recently was completed in Akron. When it was finished, Mr. Bates sold the idea to Manager Frank Reinecke to name the theatre Paramount, which was

It is a nifty little house seating three hundred people and it is one hundred per cent Paramount in its service. Needless to say that the Paramount Theatre of Akron will book Paramount Month solidly.

#### Paramount Again

C. M. Hill, Branch Manager at Portland, Ore., gives us a unique and novel phase of displaying the word PARAMOUNT.

There is a beautiful apartment house being erected in Portland, Oregon, and it is to be named

'Paramount Apartments.'

The owner of this building was so impressed with the quality of Paramount pictures that he thought it would be an excellent name for his apartment house.

Ours is a time business.

Time means money to the exhibitor as well as ourselves.

Therefore, why waste another minute in getting after this and ever increasing the value of the trademark, not only to Famous Players-Lasky Corporation, but to the exhibitor.

Paramount Pictures-put this before the eyes

of the entire world.

## "Manslaughter"—Positively De Mille's Best

#### Watch For The Dark Horse

S. R. Kent Calls Attention to the Fact That the Four West Coast Offices Are Going to Give Everybody a Grand Run for the Prize Money

In a special letter to PEP, Mr. Kent, now in Los Angeles, says: Dear PEP:

From what I have seen so far, the four coast offices are going to give the rest of the country something to think about, and make them sit up and take notice for the five weeks in September. The heavy artillery is in action out here. From Mr. Wobber on down, I have never seen such a determined bunch in my life. The contracts they are taking are the best that we have ever received by far, barring a few places where on account of conditions they had to make temporary arrange-

What impresses me is the fact that the spirit evidenced by Mr. Wobber while in New York at the convention has grown and grown each day and has been in turn passed on from Mr. Wobber to each member of his organization. They are literally working day and night. Their employees

have refused to take a vacation.

I have never seen a bunch of people so saturated with the determination to win as I have seen on the coast. It surely would warm the cockles of your heart if you could be here and see them

From the business they already have booked and contracted, it is going to require some night and day work on the part of our other exchanges to keep the coast offices out of first and second place.

They have set a figure for five weeks in September that staggers the imagination, and according to sales on the books they are more likely to get it than not.

If any of the offices think they are going to win this Fall with a cheap effort, they are mis-taken. It is going to call for every ounce of energy that everyone of them have got.

One of the boys in the Los Angeles office sent a letter to Mr. Wobber expressing the sentiment that exists out here among all of them, when he stated:-

. . . that we are eating when we find the time,

and sleeping when it overtakes us.

and believe me, that is just what they are doing. There is no doubt in my mind that the coast offices this Fall are going to establish records that will stand for a long time to come, because they are going after their five-week drive with a million per cent of genuine enthusiasm and with such spirit and determination as I have never seen excelled at any time in our organization.

If any of our exchange managers want to know who the "dark horse" is in this race they can keep

their eyes on the Coast.

S. R. KENT.



#### Winnipeg Lassies



Here we have a quartet of young ladies from our Winnipeg, Manitoba, office.

In the photo, from left to right, they are: Miss Tibbits, Miss Hetherington, Hiss Helen Erickson and Miss Doris Erickson.

#### Salt Lake Going Strong

Here's the way that Salt Lake City boys stack them up for Paramount Month, and this record shows only the solid month bookings up to June 30th:

This Salt Lake Sales Force is a formidable bunch of boys and before the big event you are

going to hear heaps more from them.

Solid bookings covering the period from August 27th to September 30th, made by the Sales Force of the Salt Lake City Exchange, O. Wog, Branch Manager.

I. A. English, Salesman in Zone 6 has closed Paramount Month solid in three towns.

L. E. Tillman, Salesman in Zones 3 and 4 has closed Paramount Month solid in ten towns.

Jos. F. Samuels, Salesman in Zones 1 and 2 has closed Paramount Month solid in fifteen theatres in thirteen towns.



#### IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

## Sales I Have Made

> R. DAVIS, Pittsburgh Accessories Manager.

"For week ending July 15th we sold 5,000 Fanfotos. This brings our total up to 12,000 sold."

F. L. COLLINS, St. Louis Accessories Manager.

"For week ending July 15th we sold 4,200 Fanfotos. This brings our total up to 10,600."

W. FREEMAN, Oklahoma Accessories Manager.

"For week ending July 15th we sold 5,300 Fanfotos, bringing our total to 9300."

> F. FRANCOIS, New Orleans Accessories Manager.

"For the week ending July 15th we sold 1,000 Fanfotos. This brings New Haven's total to 4,500."

V. JOHNSON, New Haven Accessories Manager.

Our Accessories business is evidently on the increase. For the quarter ending April 1st we show an increase of \$2,441.36 against the same quarter for the previous year; and for the quarter ending July 1st we show an increase of \$3,617.00 as against the same period last year.

J. B. DUGGER, Detroit Branch Manager. "We have just sold 200 gilt frames to the Palace Theatre, Lawrence, Mass."

RUSSELL P. COLLINS,

Boston Accessories Manager.

\* This brings Boston's sale of gilt frames up to 893 since week ended April 18th.

#### The Right Idea

In going over our bookings on "HER GILDED CAGE," "LOVES OF PHARAOH," "BLOOD AND SAND" and "MAN-SLAUGHTER," we have written each one of the accounts booking any of these productions, and sent them sample of the rotogravure sections

We are of the opinion that these roto sections will prove very popular among exhibitors in this territory.

We have received the first of our replies from the accounts written, and written on the bottom of our letter is the following:

"Comments not necessary on the above. Rotogravure sections speak for themselves. Send us 1,000."

We are anxiously awaiting the replies from the other accounts we have written to and will advise you what success we have.

F. L. COLLINS,

St. Louis Accessories Manager.

#### Sweet Alice



If Ben Bolt worked in the Accessories Department of the Chicago Exchange, he would surely call Miss Alice Schleh sweet.

Miss Schleh is another one of the many attractive and happy members of the Chicago Exchange.

Alice Schleh

# PEP'S ACCESSORIES BIN

#### Build A Paramount Month

Some exhibitors are not booking solid Paramount Weeks (September 3rd-9th) because prints are not available on the productions they want during that week.

BUT immediately after that week there will be plenty of these same prints open for them.

THEREFORE we want to let these exhibitors run their individual Paramount Weeks during the subsequent weeks of September!

Mr. Kent has fostered this plan. You accessories men get behind this. Do your share to help your Sales Department put it over!

The Regular Paramount Week BAN-

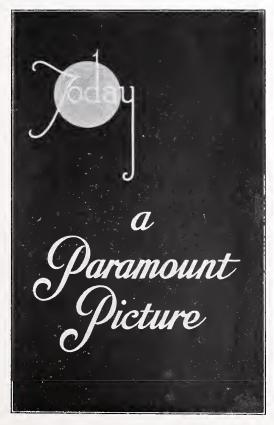
NERS and HERALDS are good any time. You can have more if you need them.

For gratis one sheets, use the two styles you now have in stock. One reads: TO-DAY A PARAMOUNT PICTURE. The other reads: THIS THEATRE SHOWS PARAMOUNT PICTURES. Order more if you need 'em. Illustrations are below.

Make these your free accessories for the "OTHER" PARAMOUNT WEEKS in September.

Don't be content with a Paramount Week alone. Your office and you want a slice of the prizes. BUILD SEPTEMBER AS A PARAMOUNT MONTH.

MEL A. SHAUER





#### The Young and Old of It



When Leslie Wilkes, Branch Manager at Dallas, Texas, attended a recent Masonic convention in Los Angeles, he stopped in at the West Coast studio to pay his respects to Theodore Roberts.

"The only thing I could offer Mr. Roberts was a match, for in spite of his costume, he had the famous cigar hidden somewhere," said Mr. Wilkes.

#### E. N. McFarland Says-

E. N. McFarland, salesman at the Omaha Exchange, comes across with a good idea for Paramount Week. He says in part:

"You are bound to realize a certain percentage of results which will all count in the race on Paramount Week if the Branch Manager or Exploiteer in every exchange will notify the exhibitor as regards the page number of the newspaper on which his advertising will run for Paramount Week.

The best way (and it has been tried out) is for an exhibitor to make a slide telling his patrons, for instance, to look on page twenty-six of the Omaha Sunday "World", September 3rd, and read his advertisement for Paramount Week.

There are many exhibitors thruout the country who will pladly do this and it will not only line his patrons up for his program, but will force the public to look at the ad and see the name Paramount Pictures.

Try this out in your territory.

#### He's a Whole Crew Himself



Meet Mr. Percy Crewe, who is Accessories clerk at the Winnipeg Exchange.

They tell us that Percy is a live wire and we are inclined to agree with them, based on the look of determination on his face.

Percy Crewe

#### Paramount Persistence Produces

By A-Mike Vogel

For the last fifteen years, Ed. Fellis, of the Fellis Theatre, Hillsboro, Ill., has been an exhibitor, and no one program ever showed solidly for a week during this time. All previous attempts to land him for Paramount Week were unsuccessful, until Arthur Baggot, St. Louis salesman, Zone 2, uttered the magic sesame. Baggot worked on this account since last Paramount Week, and finally was able to lead Mr. Fellis to the light.

The result is that this exhibitor, who has been only lukewarm toward our product in the past, promises, by this booking, to become red hot.

#### Peaches



The duties of this young lady from our Detroit Exchange, are in the Booking Department, because she belongs there.

Her name is Veryl LeDuc.

She is known around the exchange as "Peaches" and always wears that captivating smile that makes her a friend to not only those in the exchange but also the exhibitors.

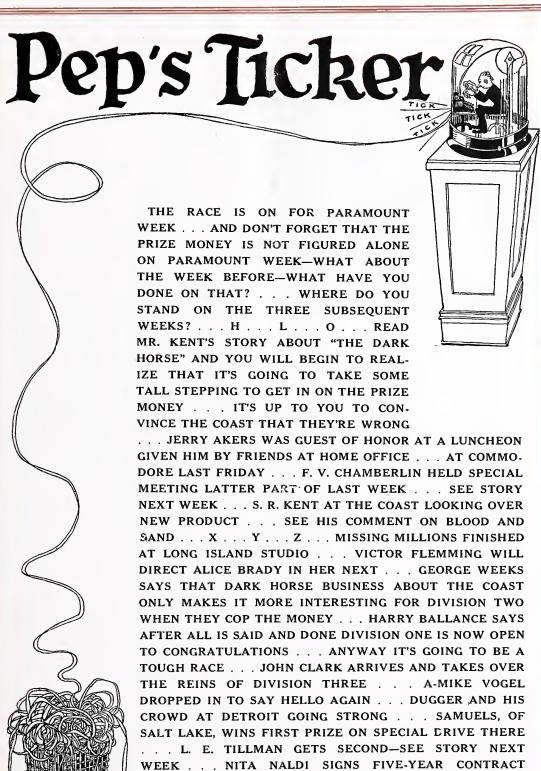
Veryl LeDuc

#### Convention in the South

By Mabel B. Akins

A Convention was held in Atlanta last week and was attended by thirty Branch Managers and Zone Managers from the southern states, and by District Manager, Mr. Louis L. Dent. The purpose of this meeting was to discuss the forty-one pictures that are shortly to be released and from the enthusiasm and pep that was instilled into the salesmen and all others present, the convention was voted a success.

A talk was given by Mr. Stewart, of our Exploitation Department, which was a revelation for all, regarding how to put a picture over. The many points given were of valuable assistance to all Zone Managers in helping the exhibitor sell his product to the public. Mr. Chesnutt's sales talk was also a feature of the convention. His arguments and expressions on selling were greatly appreciated by all the visiting salesmen. A valuable watch was presented to our District Manager, Mr. Dent.



WITH US.

## Just Wait Until They See "Manslaughter"—

#### A New Idea



In order to keep the Paramount Trademark in the spirit of the photoplays, so that it shall express the same feeling and atmospheric quality of the pictures themselves, really becoming a part of the main title instead of being simply interlarded, so to speak, B. Corey Kilvert, the well known artist, has drawn a design which will be seen first in "Pink Gods," the Penrhyn Stanlaws production. It will be tinted to conform to the general style and color of the main title and will be entirely in keeping. The idea will later be adopted in all Paramount Pictures. The accompanying reproduction does not do justice to the really pleasing effect of the design upon the screen.

#### The Last Straw

Gene Haddow, Bob Laws and Sammy Cohen, of our Cincinnati Exchange, went to the race-track the other day, merely to "obsoive" doncherknow. Admission to the track is by ticket only, which costs \$2.20. This was more than their combined capital amounted to, so they decided on a plan which would insure their getting in free a plan which would insure their getting in free of charge. Sammy walked in first and was halted at the gate with the question, "Where's your ticket?" "I don't need a ticket." was his reply, "I am Morvich's jockey." "All right, pass in." Along came Bob. He, too, was asked for a ticket. "I don't need a ticket—I am Morvich's trainer." The ticket-taker looked at him somewhat suspiciously but nevertheless passed him in what suspiciously but nevertheless passed him in. It looked easy to Gene so he stepped up but was stopped with the inevitable "where's your ticket" question. "Oh, I don't need a ticket," was his nonchalant reply. "Why not? Who are you?" "Who? Me?" said Gene in some surprise. "Oh, I'm Moryich!" Neither of the three remember a thing after that until they woke up next morning in the Cincinnati General Hospital.

程 室型学 会員

#### Sassiety

#### By E. M. Orowitz-Phila. Exchange

Sales Manager Sweigert and the Missus invited the members of the sales, booking, exploitation and accounting departments of the Philadelphia Exchange to participate in a little July Swetfest. There were exactly nineteen couples present and everybody danced until the feet refused to comply with orders.

This report would be incomplete without some mention of "Mike" Landow. He introduced several new dances but the winner of them all was the swish dance he called "Forty-one Without an Alibi." Office Manager A. C. Benson and Exploiteer Eli M. Orowitz danced and depend and that all about them danced and that's all about them.

The girls-and there were so many of thembut all co-operated in making the affair a suc-Miss Bertha Towne, assistant cashier, lulled a coupla lullabys while Dorothy Tccosky

of the Sales Department, accompanied her.
Those present were: Mr. and Mrs. P. A.
Bloch; Mr. and Mrs. Earle W. Sweigert; M. S. Landow; A. C. Benson, E. M. Orowitz, Dorothy Tecosky, Bertha Laskin, Clara Kraftsow, Mae Murray, Anna Murray, Chas. J. Essig, William Devonshire, R. J. O'Rourke, Mildred Levy, Julia Barry, Lillian Getis (The Queen of Sheba), Dorcas Hall, Anna Mellon, E. Schloss, Samuel H. Friedman, Edward J. McMullen, Jos. Cohen, I. Wachs, H. M. Holloway, Bertha (Tillie) Towne.

#### U. S. Army Flier Now Paramount Pilot

#### By K. Renaud

With the addition to the Sales Force of the Salt Lake City Exchange of F. S. Gulbransen, all fears of Railroad Strikes, Express Company Strikes or Postal Employees Strikes vanish in

Formerly a flier in the regular Air Forces of Uncle Sam's Army, Mr. Gulbransen this week assumed the duties of Sales Representative in this Exchange.

At his every appearance in the Exchange he is besieged by the Office Force vying with one another in making engagements for trips in the clouds, for although discharged from the Regular Army, Gulbransen still holds an appointment in the Reserve Forces and enjoys the use of the Army planes at Fort Douglas, Salt Lake City.

Flying high with Paramount PEP, Gulbransen sallied forth on his first day's sales efforts for this Exchange and returned with a contract very distinctly signed on the dotted line. Many flights for Exploitation purposes loom in sight and Mr. Exploiteerman has already

announced the execution of a new Life Insurance Policy.

## 'Blood and Sand''—"Old Homestead"—The Big Three

#### How They Feel

By V. Le Duc

"If It's a Paramount Picture-It's the Best Show in Town," say Michigan exhibitors.

Following are comments on the FAMOUS FORTY-ONE made by prominent Michigan

"It's the greatest array of pictures I have seen and the exhibitor who shows them is certainly assured of good business."

"Paramount never had a letter line-up. The stories are just the kind that will bring new and old patrons. Adolph Zukor is to be congratu-

"You've got to hand it to Paramount. They are always thinking ahead and seem to know just what the public wants. Their list of fortyone pictures, in my opinion, represents the greatest achievements in the history of the motion picture industry, and backed by a greater national advertising campaign than ever before. I don't see how any exhibitor who shows Paramount can have anything but a profitable season."

"If I can't show Paramount, I would just as soon retire from the show business. My success has been made with Paramount pictures. My people demand them. The new list of productions is better than ever.'

"Paramount's Forty-one productions for the next season look great. Everyone looks like a big box office attraction. They are just the kind of pictures that will keep the public attending the motion picture theatre.

"Hats off to Paramount. They are certainly looking out for the live exhibitor. The people of my community have already asked me if I would show them. My response was 'of course I will.'"

#### McIntyre Says-

J. H. McIntyre, Manager of our Portland,

Maine, exchange, says:

"Regarding the possibilities of Maine, in making a creditable showing, all I can say is that if all the offices in Division One finish as far up as the Main office is going to finish, my sympathy goes out to the prize committee in trying to pick out the winner.

J. H. McIntyre joined our organization less than two years ago, when Harry Ballance, then District Manager at Boston, hired him.

He was absolutely inexperienced and knew comparatively nothing about the film business.

"His advancement to the management of the Maine exchange," says Mr. Ballance, "is in further carrying out our policy of promoting from within the ranks.

#### Salt Lake Bits

By G. P.

Salt Lake City Exchange was visited last week by Mr. F. S. Fontaine, special representative from Home Office and after the usual inspection of the various records of the office Mr. Fontaine left us en route for Detroit.

An expedition into the mountain fastnesses of City Creek Canyon was indulged in by a group of young people from this office one bright day last week. The party consisted of the fol-lowing people, Miss Madge Mitchell, Mr. Ed Porter, Miss Eva Dansie, Mr. A. K. Shepherd, Miss Mae Longfellow and Mr. Roy Price.

Mr. Frank Murphy's smiling physiognomy again beams forth from Booking Manager's desk. Frank recently returned with the Missus from a two weeks' party in the wilds of Denver, Colo.

Mozart C. Burles, our congenial Accessories Manager, left our midst one week ago last Monday, to sojourn in the wilds of Ogden Canyon for a period of two weeks.

#### The Four Coasters

#### By Wayland Taylor

Four of our exchange offices are out on the Pacific Coast and the contest for Paramount Week started off with such vim that they figured quite certain on the prizes for the 1st, 2nd and 3rd place. They worried, however, what to do about the one coming in fourth.
"Cash money" Hill, at Portland, suggested a

"Cash money" Hill, at Portland, suggested a tombstone for the fourth. It's all set and a prize of a new hat for male or female is offered for an appropriate "Inscription." We're waiting

The tombstone is to be kept at the office making the poorest showing on the coast, for one year, when it will again be put up in competi-

Here are the fighting slogans of our four offices:

San Francisco: "JUST KEEP GOING, WE'RE ON THE WAY."

Los Angeles: "WE'VE DONE IT BEFORE—WE'LL DO IT AGAIN."

Seattle: "ACTIONS SPEAK LOUDER THAN WORDS."

"WE ARE SITTING ON THE LID."



#### The Rambler In Paramount Town

By Adam Hull Shirk

Speedy One marvels in going about the studio stages at the extreme rapidity and skill Workers with which sets are built and wrecked. Here today and gone tomorrow is one of the most applicable quotations. A magnificent interior of today, tomorrow gives place to a dungeon. William de Mille has one of the loveliest combined interiors and exteriors for "Clarence" that could be imagined. A big and very charming house has a piazza and a garden with a pathway between trees receding apparently into the distance—an example of forced perspective. But in a short time—it will be gone.

The village of Ganzey for "The Old Homestead," which James Cruze has just completed, was wrecked by the storm and is no more. So it goes—only a celluloid impression of all these wonderful, beautiful, or otherwise striking creations remains. It is an example of the temporary quality of all things in this existence. But how wonderful that we have this lasting record!

**Dogs** Dogs are quite in evidence these days in our pictures. In "The Impossible Mrs. Bellew," a Sam Wood production starring Gloria Swanson, no less than four varieties were employed including a white poodle, a French bull, a police dog and a pom. An airedale injudi-

ciously appeared on the set and was impressed into service. One reason dogs are used is undoubtedly that they have an appeal. Generally, of course, is that in pictures of a social type, no story would be complete without its canine actors.

Valentino no denying that There's Rodolph Valentino in a rajah in Oriental garb costume makes a mighty striking appearance. The feminine contingent will be mightily impressed as well as the male film patrons, because he not only looks well but gives an impression of strength and mystery combined. While "Rudy" in reality is quite matter of fact and not given to mysticism especially, he certainly possesses strength, both of character and of physique. He trains regularly with the gloves and foils; rides and swims and is accomplished in all outdoor sports. In reading, it is true, he goes in for the classics and some of the heavyweight literature, rather than the more frivolous writings which are more or less prevalent nowadays.

Off to the Island which has been made to blossom like the rose, for George Melford's production "Ebb Tide"—one of Stevenson's and Osbourne's masterpieces of romance which will have Lila Lee, James Kirkwood, Raymond Hat(Continued on page 15)

#### Photography



Alvin Wyckoff, expert in motion picture photography, is explaining lighting to his class in the Stock Company school.

Shannon Day, the pretty little Miss on the extreme left is the subject while Miss Avelyn Carew is the other girl.

#### Naldi For Five Years

at the

Nita Naldi, whose work in "Blood and Sand," "Dr. Jekyll and Mr. Hyde" and "Experience," has stamped her as one of the most vivid personalities on the screen, has just signed a five-year contract as a member of our Paramount Stock Company.

Announcement of the acquisition of Miss Naldi was made by Mr. Lasky, before leaving recently for Hollywood.

Behind the acquisition of Miss Naldi to our forces lies an interesting story of unusual success. When the Lasky studio forces were preparing to produce "Blood and Sand," Rodolph Valentino's first starring picture, they encountered difficulty in finding a girl entirely suitable for the exacting and prominent role of Dona Sol, the Spanish siren. Several well-known players were suggested, but none of them was entirely satisfactory.

Mr. Lasky was in New York at the time, and he was appealed to. He immediately wired to the studio that he was sending Nita Naldi to play the part, and suggested that Fred Niblo, the director, and June Mathis, the scenarist, respectively, of "Blood and Sand," as well as the studio officials, should look at her work in "Experience" and "Dr. Jekyll and Mr. Hyde. In the meantime Miss Naldi was speeding on to the coast, with a contract to play the difficult part of Dona Sol.

According to reports from the West Coast studio, Mr. Lasky's optimistic promises were more than fulfilled. When Mr. Lasky returned from Europe a fortnight ago he found nearly a dozen telegrams and letters on his desk, all detailing the wonderful performance by Miss Naldi, who, according to reports, has given to Dona Sol a characterization which will be one of the big acting sensations of the year.

Miss Naldi will go back to the Lasky studio September 1, with a five-year contract, and, as a member of our stock company, will play leading parts in a number of big productions which Mr. Lasky is now planning.

#### Grandma and Bebe



Bebe Daniels and the source of the aristocratic Spanish lineage she can trace back to the Empress Josephine. Mrs. Ava de la Plaza Griffin, the Danielian g r a n dmother, was a daughter of the Governor of Colombia and married the American Consulat Buenos Aires in the international romance of that period. Mrs. Griffin is one of the real Spanish pioneers of California.

#### Pep Arrives



When PEP arrives at the West Coast Studio, the above photo will give you an idea of what goes on.

Extras from productions, mostly from "To Have and To Hold," are here shown looking over the magazine and to hear what goes on in the field.



#### A New Thrill

Claimed to be a brand new thrill is that inserted by George Fitzmaurice in "To Have and To Hold," his new picture. Bert Lytell and Betty Compson are required to do a "giant swing" on a rope, eighty feet across and fifty feet above the deck of a pirate ship on which real guns are booming, while a couple of hundred pirates get busy with seventeenth century pistols, cutlasses and other blood-thirsty impediments.

The swing is first made by Lytell to save Miss Compson from the pirates and the attentions of Theodore Kosloff as Lord Carnal, and then duplicated when he swings back with her to safety.

からみずる

#### Bring on the Ocean



Betty Compson, the charming, agreeable and fascinating star at our West C o a s t Studio, is here shown in the latest in bathing suits.

"Of course you realize," said Miss Compson, "that the shoes and hat are discarded prior to the dip."

**Betty Compson** 

#### Hard at Work



Frank E. Woods, instructor of scenarios in the Stock Company school, tells some scenario rules to left to right, Will M. Hitchey, Lois Wilson, Alfred E. Green and another student, all members of the Stock Company.

#### Stanlaws' Next

"Singed Wings," a story by Katherine Newlin Burt, which appeared in the Cosmopolitan Magazine, will be Penrhyn Stanlaws' production following "Pink Gods," which is now practically completed.

This story is one of the most sensational ever published in the Cosmopolitan and was immediately recognized as such admirable material for motion pictures that it provoked spirited bidding among producers for the rights. Fully a dozen offers were received and we feel extremely fortunate, it is said, in being able to present it to the picture public.

Bebe Daniels will have the leading role, that of a Spanish dancer in the water-front cafes of San Francisco. Romance, color and powerful heart appeal are proclaimed by Paramount as the story's attributes. The supporting cast is now being chosen.

#### Cherries



When Bob Lee, Assistant Director to Penrhyn Stanlaws, strolled on one of the sets the other day with a bunch of ripe cherries, he soon found he did not have them all to himself for Anna Q. Nilsson and Bebe Daniels (right) immediately declared themselves in on the feast a la automathelp yourself.

#### "Manslaughter" Finished, C. B. De Mille Goes on Yachting Trip

Cecil B. De Mille expects to complete the cutting and titling of "Manslaughter," his latest Picture, within the next ten days following which the producer will spend a two weeks' vacation aboard his yacht the Sea Rec.

aboard his yacht the *Sca Bec*.

DeMille is an enthusiastic fisherman. He has a record of two huge swordfish and several tuna to his credit. One of the latter game fish won the angler, a handsome trophy presented by the Tuna Club last season. The producer hopes to exceed last season's success during the present year and the two weeks spent aboard the *Sca Bee* will be devoted to angling almost exclusively.

No announcement concerning his next production has been made to date. It is probable that this important matter will be settled upon his return from his cruise.

#### Direction Class



Cecil B. De Mille, instructor in direction in our Stock Company school at the West Coast Studio, is here shown explaining a point in picture making to a class including Leatrice Joy, Julia Faye, Alvin Wyckoff, and other members of the Paramount Stock Company.

#### She Should Worry



"Bring on your bandits and footpads," quotes Bebe Daniels after looking over the young arsenal on one of the sets at the West Coast Studio.

She should worry about a few bandits of the type that Sam Wood had in his exterior scene for "Her Husband's Trade-mark."

Bebe Daniels

#### A History Class



Just when you thought your school days were over, a class in motion picture history reminded you of the fact of the vital importance of this end by George Melford, who is in charge of this subject in the school.

Mr. Melford is reading Wells' Outline of History to show his students that prehistoric man really introduced motion pictures.

In the photo they are, left to right: Bert Lytell, seated; Walter Hiers (behind the chair next to George Melford); the other are extra people who are being trained in the Stock Company.

1000111

#### A Great Pair



We feel sure it is absolutely unnecessary for us to give you the names of these two popular grand old men in the photo.

Anyway, Mr. Roberts has a good listener in George Fawcett while discussing the merits of grease paint.

Both gentlemen are in charge of the make-up branch of our Stock Company school.

#### The Rambler—

(Continued from page 12)

ton, George Fawcett, Noah Beery and Jacqueline Logan in the feature rôles. There the players will live like islanders and the exterior scenes will be produced in all the loveliness of a tropic background.

Betty Compson
Takes Short Rest
Have and To Hold,"
George Fitzmaurice's production, in which she
is featured with Bert Lytell, and in which Theodore Kosloff, Raymond Hatton and others have
important rôles, Betty Compson will take a
brief vacation ere starting work in her next picture. The interim will, however, be short, it
is stated.

He's a Fine "Clarence" in the picture of that name which William de Mille is doing with a cast of great players including besides Mr. Reid, Agnes Ayres, May McAvoy, Kathlyn Williams, etc. Wally in his goggled-eyed specs, his overseas cap and uniform, his hair which hangs rakishly over one eye, is quite unlike himself but toward the finish he gets to seem more like the chap everybody loves on the screen and off.

"Tremendous Plot," says
Thomas Meighan over "The Man Who Saw Tomorrow," which Alfred Green will direct and in which Mr. Meighan will be the star. "It grips like a vice—it is simply terrific," declares Meighan. That's a real forecast and it's going to be a wonderful play the feminine lead.

Cutting "The Old Homestead" permitting any grass to grow under his feet and is hard at work cutting his great picture, "The Old Homestead," which has just been completed so far as "shooting" is concerned. He says that the naturalness of the story and acting, the simplicity and the contrast, the comedy and the pathos, all ringing true, are the things he counts on to make the film a great success.

"Pink Gods" Penrhyn Stanlaws is now at Finished work cutting and assembling "Pink Gods," with its great cast of favorites, featuring Bebe Daniels and James Kirkwood, and with such actors and actresses of note as Anna Q. Nilsson, Raymond Hatton and others playing big parts. Absolute novelty is the big note in this diamond mine story with a South African background.

In the Wilds · Mary Miles Minter and Tom Moore are in the wilds of Wyoming making exteriors for "The Cowboy and the Lady," directed by Charles Maigne. Reports are to the effect that they are getting great shots in some of the wildest scenery imaginable.

### Real Live Last Minute News

As we go to press, Adolph Zukor has received the following wire from S. R. Kent:—

#### ADOLPH ZUKOR:

Screened Manslaughter last night. By far De Mille's greatest production. Meighan's performance will stand in history as one of the greatest ever given on the screen. Work of Leatrice Joy close second. Story intense in its drama. Most beautifully done. In my opinion by far best money picture De Mille has ever had. Have never had in our history three pictures like Blood and Sand, Manslaughter and Old Homestead. Product here beyond description. It should be a wonderful year.

S. R. KENT



READ S. R. KENT'S STORY INSIDE

## A Wonderful Story On The Big Three

Many Enthusiastic Articles Have Emanated from S. R. Kent's Pen, But We Think This the Greatest and Most Wonderful Descriptive Article to Date

EDITOR'S NOTE: You have been receiving rejected contracts on "Blood ond Sond," "Monslaughter" ond "The Old Homestead"—you have been receiving telegroms and letters ond no doubt where you have hod rejected contracts, you ore of the firm opinion that the best prices were obtained. Now fronkly we want to know if you feel this way ofter reading Mr. Ken't description of the big three, told only os he con tell it.

#### Story by S. R. Kent

"Blood and Sand"—"Old Homestead"—and "Manslaughter" will go down in history as the

three biggest pictures ever released by ourselves or any other organization in one year.

Remember these words: I only wish that every member of our distributing organization could see what I have seen out here and feel what I have felt. In screening the product that is given to you this Fall, it will want to make you tear up every contract that you have taken. It would make you rise to heights of salesmanship that you have never risen to before. It would cause you to have within you a spirit of confidence, belief and loyalty in this institution greater than you ever had before. It would make you say again and again to yourself, as I have said it and as I have heard Mr. Wobber say it as well as the boys out here: "THANK GOD FOR A PRODUCING ORGANIZATION LIKE OURS."

It would make you reaffirm again to yourself and for yourself the creed that—this product is not only an instrument to make a greater Famous Players, but is an instrument to make a greater and better salesman, branch and district manager, or executive out of each and every one of us who comes in contact with it.

It would make something rise up in your throat that you could not get down. It would make you feel as I have felt the last three days-that something big has happened in your life that you couldn't just describe, but that made you feel different

than you ever felt before.

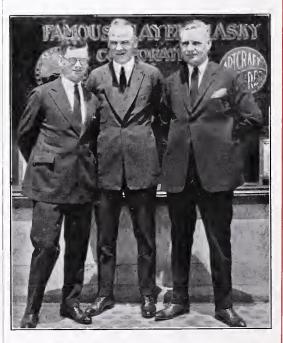
Picture the greatest story of human strengthof human weakness-of human struggle that you can think of. Picture the story of the common lad of Spain who rises to the daring heights of the most popular toreador. Picture him beset and beseiged by the greatest vampire in history. Picture the most colorful and beautiful thing that eyes ever gazed upon-what pathos, what beauty, what strength of fervor that goes to make a knockout production and you have some faint idea of what I saw in "Blood and Sand.

Picture Theodore Roberts—greater in his character than the man has ever been in his years of wonderful portrayal of character parts. Picture him in a part that verily tears the heart out of your body. Picture George Fawcett in a scene that made his greatest triumph, "Peter Ibbetson," look like a rehcarsal. Picture a cyclone that destroys everything within miles of the Old Homestead-that makes the ice scene in "Way Down East" look like a miniature. And when you see the scene of houses and buildings being destroyed before your very eyes-trees torn up by the roots -human beings flying through the air like flies, in a manner so realistic that you cannot speak but all you can do is to hold on to your chair—then you get the great emotion of "The Old Homestead," which will remain in your memory many weeks after you have seen it.

Picture the world's greatest director in the su-

(Continued on page 5)

#### Kent at Salt Lake



When S. R. Kent stopped off at Salt Lake on his way west, PEP'S cameraman secured his photo with Louis Marcus, District Manager, and O. Wog, Branch Manager.

At the time Mr. Kent stopped at Salt Lake, a sales conference was in session.

In the photo they are: Messrs. Marcus, Kent and Wog.

## Watch Your Standing Each Week

#### Watch for This Each Week

Owing to some misunderstanding all reports from the exchanges on each week's business have not been filed with their respective Divisional Manager at the home office.

This week only the standing of those received

will be given. Others will be listed but without a

Do not fail to send telegram to your respective Divisional Manager the earliest possible moment after the end of the week, for it is Mr. Kent's desire that this report be kept up religiously as it will be the only official one whereby exchanges will know exactly how and where they stand on the five weeks' drive.

What about that first week-and how about the three subsequent weeks-remember on what basis you are eligible for the prize money?

#### A Unique Book

In all the hustle and bustle of press book and other forms of advertising by our big department in the states, we cannot help but be amazed and enthused over "Paramount Service," a unique booklet put out by our Australian forces in Sydney, Australia.

The book is edited by Percy L. Curtis, in charge of publicity, who is also responsible for Paramount Punch, their house organ. Mr. H. Lawson is sub-editor and F. Powis is illustrator.

The magazine is unique in its make up and the fact that it is finished in just black and white does not detract from its general peppy appear-

There is everything in this book, including exploitation ideas, the outline of every picture and many valuable hints on general presentation, together with extremely unique catch lines.

The name appeals to every exhibitor, especially

the word "Service."

Another unique catch line carried on the back cover of the magazine is the following: "It's not what you pay for a picture that counts, it's what the picture pays you.

#### Now is the Time to Swim



#### How They Stand

For Paramount Week:

- San Francisco
- Denver
- Minneapolis
- Los Angeles Omaha
- Milwaukee
- Des Moines
- St. Louis
- 9. Detroit
- 10. Pittsburgh
- 11. Seattle
- Cleveland 12.
- Chicago

#### The Other Four Weeks

- San Francisco
- Denver
- Minneapolis
- 4. Los Angeles
- 5. Milwaukee
- Des Moines Omaha
- Pittsburgh
- 9. Detroit
- 10. St. Louis
- 11. Seattle
- 12. Cleveland
- 13. Chicago

#### For the Whole Five Weeks

- San Francisco
- Denver
- Minneapolis
- Los Angeles
- Milwaukee
- Des Moines
- Omaha
- St. Louis
- Pittsburgh 9.
- 10. Detroit
- Seattle 11.
- 12. Cleveland
- 13. Chicago

Many of the exchanges have neglected sending in a complete report on business for the five weeks, hence their not appearing in this

It is extremely essential that these reports be sent in promptly to your respective Divisional Sales Manager so that the proper standing can be secured for all.

In future issues we will show the standing as above, that is, where the exchanges stand on Paramount Week-where they stand for the combined weeks—the week proceeding Paramount Week and the three subsequent weeks, and last, where they stand on the entire five weeks' business.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

JULY 31, 1922

No. 4

#### The 41-A Man's Job

By Jad

Having about recovered from the pleasant shock and surprise occasioned by the magnitude of the 41 productions comprising the first six months' output of the coming season, it behooves us to rub our eyes, and "come to." It is absolutely true, every word of it. No need to pinch ourselves to see if—we are awake. What we need to do now is to appraise ourselves. Are we capable of securing adequate returns from this monumental array of box office gems? Surely it is a man's job for each of us and we must mentally declare ourselves competent to size up to the task or seek our fortunes elsewhere.

It is said that to be a successful salesman, selling must be a pleasure. The art in selling such masterpieces surely is a pleasure. The pleasure is not alone of work well done, but of that which lives as a monument to its master,

constructive and enduring.

Firmly entrenched as we are with this wonderful product, it is now necessary that we perfect our personal equipment to "carry on" successfully. In the same manner that newspaper editorials mold public opinion, this quality product of ours will cement the permanence of our industry, in this, its hour of trial. Let us have therefore, the proper perspective. We are a great and constructive force. We must be dignified but not arrogant, persistant but not uncompromising. Let there be no harshness or undue ego in our dealings with exhibitors. No threats, no coercion, no misuse of our personalities. You must have the unshakable conviction that the policies you represent are right, just and for the most good of our industry.

As we are offering our product to upwards of ninety million people and not only to a few thousand exhibitors, or agents, it is a day for super-salesmen. The day of the professional film saleman is done, at least as far as our organization is concerned. Our salesmen should estimate the total population of their respective zones if any approximate idea is to be had of what is expected of each one in our new sales scope and to determine the vastness of the possibilities for super-salesmanship.

#### The Busy Six



The best way to describe this sextette of pretty young ladies of our Home Office Stenographic Division, is with the following poem submitted by one of the girls:

We are the stenos, six in all,
Who are always ready at the call,
To take dictation with all our might,
From nine in the

morning till five at night.
We aim to please, and with a smile,
We do our work in the finest style,
For we always try to keep our "rep"
And that is why we're there with "PEP."

In the photo, left to right, top row: Ray Deligtisch, Mabel Thompson, Lilian Grossman. Bottom row, left to right: Marie Shuter, Helen Blackburn, Catherine Brady.

#### Important Notice

"Will the Exchange who sent 102 Transfer Form, transferring the Orpheum Theatre, Mr. Tishkoff exhibitor, to the Orpheum Theatre, with Mr. A. W. Goodman exhibitor, communicate with the Home Office, regarding the name of the city same covers."

#### Sympathy

Heartfelt sympathies are extended by the entire organization to Miss Goldberg, Secretary to Frank Chamberlin, for her recent bereavement in the loss of her father.

As the exhibitors represent the medium of reaching this multitude of prospective motion picture connoisseurs, as the public has surely become, it is necessary now more than ever that we establish that silent partnership with them that will convince them of the fact that it is not their dollars we want to help us maintain an organization that can perpetuate and enhance the industry, but the dollars of the public, who after all must pay if any industry is to live and thrive.

If with the organization we have built, the wonderful spirit of its personnel that we have developed and finally, the large and consistent group of wonder productions we have created, we cannot put over the season of 1922-1923 in the manner outlined to us by our Home Office executives, what will become of our industry?

It is up to each one of us to determine whether or not this year's achievement is but a milestone in our already remarkable progress.

## If You Make A Friend—Keep Him

#### Nine Million Heralds

Could You Fill This Order and When and How Would You Go About It?

Such is an example of the large size orders placed over the phone by George Spidell, our General Purchasing Agent, in charge of purchases and stores.

Surrounded by a most capable staff, Mr. Spidell's department has literally done wonders in supplying our vast army in the field with supplies, whether it be paper, clips, desks, or "nine million heralds." This department not only serves every exchange with every requirement, but attends to the entire

requirements of the home office, eastern laboratory and the major requirements of the eastern studios. Furthermore, these requirements are not alone for operating purposes, but equipment and furnishings, in fact everything that is in your exchange.

Assisting Mr. Spidell in the Purchasing Division are Harry Nadel and Agnes Mengel. These two

individuals are kept exceedingly busy from morn until night on purchases, and in fact the entire de-

partment fills most admirably the thousands of requests heaped upon them daily, with a big broad smile.

One of the big phases of our business today to which perhaps you and I have given slight consid-



Geo. M. Spidell, Gen'l Purchasing Agent

eration, is our storehouse, under the management of D. F. Hynes, at 25th street.

This building occupying a space of 40,000 square feet, forms the source of supply for every end of our organization.

Just to give you an idea of what is going on at the storehouse, for the first six months of this year there were 29,897 individual shipments made, ranging in weight from 25 pounds to 600 pounds each.

Any time of day you approach the big shipping quarters at the storehouse, you will find "Marty" Carroll, the head shipper, with his gang, shipping material to domestic and foreign fields. There are four domestic shippers and one foreign shipper.

(Continued on page 11, second column)

#### More Fanfotos

O. R. Geyer, Director of Publicity for our Foreign Department, states that another order has just been received from France for 60,000 fan-

This makes a total of 140,000 disposed of by this department and several other orders are in prospect.

#### Our Error

Recently in PEP we listed the Boston Exchange as having sold to date 1,200 fanfotos.

This is wrong. It should have been 12,000.

Our apologies to you, Mr. Collins, and we hope that this is also an error and that you will still add another cipher.

#### The Big Three

(Continued from page 2)

preme effort of his life, with a story that in the unfolding of it left you weak and helpless at the end of the seventh reel. A picture that has so many situations and so many punches that it shakes you from stem to stern. A picture of Thomas Meighan giving a portrayal that makes his work in "The Miracle Man" seem like the effort of an amateur. Picture Leatrice Joy giving a performance as dramatic and intense as that of the Pauline Fredericks of old.

Picture a situation of a man whose heart is full of love—sentencing to prison the person that he cares more for than any other one in the world —and picture the greatest sequence of scenes that have ever been put on the screen, as Thomas Meighan makes his powerful plea before the jury.

Picture that and you have a feeble effort on my part to tell you about the greatest C. B. De Mille production that has ever been placed in our hands—the story called "MANSLAUGHTER.

It has given me this feeling—that I was not big enough-strong enough-to sell these pictures right and that I must do everything that I possibly could to lift myself up to the point where I could properly put over a product of this character. When you see it as I have seen it, there is only one thing that you can say or do and that will be to experience the same emotions within yourself about yourself and this product that we have experienced out here.

# PEPS ACCES SORIES BIN FEATURES 101-137 INDEX EDITORS: Live Wire Accessories Managers

#### IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

# Sales I Have Made

"Have today sold the New Grand Central Theatre of this city 10,000 Fanfotos on Valentino."

F. L. COLLINS,

St. Louis Accessories Manager

"For the week ending July 15th we sold 59 twenty-four sheets."

J. B. GILDAY,

Kansas City Accessories Manager

"For week ending July 15th we sold 8,600 Fanfotos."

O. L. FREEMAN,

Atlanta Accessories Manager

Atlanta's total is now 15,100.

"For week ending July 15th we sold 30 twenty-four sheets."

A. JACKANIC,

Cleveland Accessories Manager

"For week ending July 15th we sold 1,000 Fanfotos."

A. JACKANIC,

Cleveland Accessories Manager Cleveland's total is now 2,000.

"For week ending July 15th we sold 6,000 Fanfotos."

I. G. WHITE,

Los Angeles Accessories Manager

"For week ending July 15th we sold 435 twenty-four sheets."

M. GLUCK.

New York Accessories Manager

(Continued in next column)

#### "Collins Beat His Own Record"

Maybe some of your fellows are getting tired of hearing how many gilt frames Russell Collins, Boston Accessories Manager, has been selling.

Here is a figure which the rest of you fellows will have to go some to beat, and even Russell himself will have to travel some to equal.

Get this now—577 GILT FRAMES SOLD. Russell is doing his darndest to make Boston a Paramount Picture Gallery.

#### Sales I Have Made—(Continued)

"For week ending July 22nd we sold 2,250 Fanfotos."

M. REHFELD,

Omaha gets on the band wagon. Who's next?

"Buffalo joined the Fanfoto parade by selling 1,000 the week ending July 22nd."

R. L. WILLIAMS, Buffalo Accessories Manager

"Kansas City added the sale of 4,750 Fanfotos, bringing the total up to 10,740 as of July 22nd.

J. B. GILDAY, Kansas City Accessories Manager

"St. Louis sold 3,500 Fanfotos. This makes 15,500 total."

F. L. COLLINS, St. Louis Accessories Manager

"New Haven sold 1,000 Fanfotos week ending July 22nd. This makes a total of 5,500."

V. JOHNSON, New Haven Accessories Manager

"Dallas sold 8,000 Fanfotos the week ending

July 22nd."

R. LARNED,

Dallas Accessories Manager

## "Rivoli New York Using Heralds"

The New York Exchange has just made its record herald sale to the Rivoli Theatre, New York—50,000 heralds on "BLOOD AND SAND," 25,000 on "NICE PEOPLE," and 10,000 on "HER GILDED CAGE."

This is something which should make you stop and take notice.

While some of the largest theatres in the country have been using heralds and other specialty items, a great many have not. In the past we have not always had the material on hand when the biggest theatres played the pictures, but on Group 6 you will have these items in plenty of time. So get after your first-run accounts.

There is no reason why the others cannot follow the example of the Rivoli. The heralds are attractive. The price is attractive, and together, these things BRING IN THE MONEY.

#### A Real Eye Catcher



It will mean "Manslaughter" when this twenty-four sheet is posted, unless police hold back the mobs who are going to fight for a look at it.

Can you get by it without reading it, and without learning that it is one of C. B. DeMille's greatest Paramount pictures?

#### "Buxbaum After Accessories Sales!"

Mr. Buxbaum, District Manager of District No. 1, is fostering the following plan at his Exchanges:

When exhibitors call at the Exchange, salesmen are expected to take them into the Accessories Department and there to turn them over to the Accessories Manager.

Mr. Buxbaum's plan involves the most fundamental principles for the proper selling of accessories. It carries the thought of accessories to the salesman at the time he is selling pictures. It makes the exhibitor feel that we have confidence enough in our pictures to know that they deserve the proper backing. And last but not least, it sells more accessories.

There is no reason why this same idea cannot be carried further. Many an additional picture is sold over the booking counter. Many additional accessories can be sold over the booking counter.

"Bux" has avowed his intention to follow this plan thru in earnest. It deserves great praise and I sincerely hope that the other Exchanges will adopt it without delay.

MEL. A. SHAUER

#### "Fanfotos"

Based on Exchanges' reports which had arrived at Home Office up to July 26th, the following is the standing in the sale of Fanfotos:

Exchanges	Sold to date
Foreign Dept	140,000
St. Louis	15,500
Atlanta	
Boston	
Kansas City	
Oklahoma City	
New Orleans	9,300
Dallas	
Los Angeles	
New Haven	5.500
New York	3,000
Omaha	
Cleveland	
Cincinnati	
Indianapolis	
Charlotte	,
Buffalo	

The Foreign Department still leads the procession.

Since our last tabulation five Exchanges have added themselves to the list. This makes a total of sixteen domestic Exchanges who have sold Fanfotos. The fifteen Exchanges not listed better get busy.

#### MR. PEP SAYS:

A wheel barrow will stand on its two legs and never move a foot unless you lift it up and push it along. So would business. You've got to pick it up and push it along.

#### Please Note

Latest list of Accessories Managers and their assignments:

BOSTON	R. P. Collins
MAINE	F. C. Stone
NEW HAVEN	V. Johnson
NEW YORK	M. Gluck
BUFFALO	R. L. Williams
ALBANY	J. B. Ruane
ALBANY PHILADELPHIA	H. Holloway
WASHINGTON	L. F. Edelman
DETROIT	J. J. Rodden
PITTSBURGH	R. Davis
CLEVELAND	A. Jackanic
CHICAGO	J. J. Hess
MILWAUKEE	A. N. Schmitz
KANSAS CITY	J. B. Gilday
ST. LOUIS	
SALT LAKE	M. C. Burles
DENVER	.F. R. Vannatter
SAN FRANCISCO .	J. A. Clark
LOS ANGELES	I G. White
SEATTLE	H. C. Eagles
PORTLAND, ORE	W. D. Brink
CINCINNATI	S. Cohen
INDIANAPOLIS	A. R. Mueller
MINNEAPOLIS	I. W. Fischer
DES MOINES	J. J. Curry
OMAHA	
TORONTO	H. E. Doyle
ATLANTA	O. L. Freeman
NEW ORLEANS	F. Francois
CHARLOTTE	
DALLAS	
OKLAHOMA	.W. H. Freeman

理可甘甘生

#### Treat 'Em Right





S. R. KENT WILL ARRIVE IN NEW YORK AROUND AUGUST SIXTH . . . JOHN CLARK. NOW OCCUPYING THE DESK IN THE FAMOUS OFFICE OF DIVISION NUMBER THREE . . . W. E. SMITH, DISTRICT MAN-AGER AT PHILADELPHIA, SPRAINED HIS ANKLE-HE IS RECUPERATING AT HIS HOME IN ALLENHURST, N. J. . . . H . . . 2 . . . O . . . "HER GILDED CAGE" IMBUED WITH BEAUTIFUL SETS . . . GLORIA SWANSON AS CHARMING AS USUAL . . . THE STORY EXCEEDINGLY WELL ACTED AND WINDS UP WITH BEAUTIFUL PUNCH . . . GEORGE WEEKS WAS IN DETROIT LAST WEEK . . . X . . . Y . . . Z . . . REMEMBER THE PRIZE MONEY FOR PARAMOUNT WEEK IS BASED ON FIVE WEEKS' BUSINESS . . . YOU BOYS WILL HAVE TO HOP SOME—S. R. KENT SAYS THE COAST IS GOING STRONG . . . ARE YOU GOING TO CONVINCE THEM THAT THEY ARE WRONG . . . P . . . Q . . . R . . . THERE IS GOING TO BE A WHALE OF A PUBLICITY TIE-UP ON "THE SPANISH CAVALIER"-WILL TELL MORE ABOUT IT LATER . . . VICTOR FLEMING READY TO START NEXT BRADY PICTURE . . . JOE HENABERY, DIRECTOR, AND BERT LEVINO, SCENARIST, ARE BUSY CUTTING AND TITLING "MISSING MILLIONS" . . . THEY ARE ALSO WORKING ON THE NEW STORY FOR JACK HOLT . . . H . . . I . . . J . . . STRONG POLITICAL FACTIONS NOW COMING INTO PROM-INENCE ON THE EVE OF THE H. O. PARAMOUNT CLUB ELECTION . . . H. G. BALLANCE NOT SAYING A WORD BUT JUST SAWING WOOD . . . AND GEO. PARAMOUNT WEEKS SAYS THAT THAR DARK HORSE IS COMING FROM DIV. 2 . . . LET'S GO.

## If You Can Do Two Things At Once-

## Salesmen's Contest For Cash Prizes Smashing Success In Salt Lake City

Samuels Wins In Exciting Finish

During the period from April 12th to June 30th, inclusive, Branch Manager O. Wog conducted one of the most enthusiastic and successful cash prize salesman's contests ever directed in the Salt Lake City Exchange.

Cash prizes to the amount of \$150.00 were offered, apportioned in units of \$100 and \$50.

In a whirlwind finish the last week in June the winning salesmen were announced as follows: Joseph F. Samuels, Zones 1-2, First Prize; L. E. Tillman, Zones 3-4, Second Prize. In brief, the contest embodied the idea of giving a stated number of points to each salesman in

accordance with the value to the office of the particular contract turned in, or on actual bookings

From the sound of the gong on April 12th the most friendly rivalry and keenest of competition among the contestants were evident and not until the final week was it at all possible to determine with any amount of accuracy just who the winner might be.



Awarding of prizes by Dst. Mgt. Lou Marcus. Reading from left to right they are: L. E. Till-man, Louis Marcus, O. Wog and J. F. Samuels

There were one million points involved in the net total and an interesting fact in this connection is that one quarter of this number was turned in during the final week, evidencing beyond a doubt the increasing enthusiasm with which the boys were embued, a condition undoubtedly increased by the peppy letter written to the boys by Mr. Akers, and by the careful personal supervision of the records of the contest by Mr. Wog during

With the exception of L. E. Tillman in Zones 3-4, all participants had an even start. Mr. Tillman joined the Salt Lake City forces one week after the inauguration of the contest, but insisted upon entering at once, even though the other boys had a week's advantage over him at the time.

In view of this fact, Mr. Tillman's record in the contest seems in the nature of a remarkable accomplishment, for he landed second prize, and

(Continued on next page)

#### Torontograms

#### By Bam

Accessories Managers! Don't "junk" any press stills or lobby photos, but if unsalable, bring joy to the hearts of kiddies whose pleasures are few and far between. We just delivered a thousand to the Home For Incurable Children and they were tickled pink to get them. These unfortunate children have a lot of fun looking at them and then cutting out the figures from them.

The Exploiteer's Creed should be summed up about like this-"Not so much to help the exhibitor, but to help the exhibitor to help himself. My job is not to show that I am a showman, but to make showmen so that after I pass along the exhibitor can make money on all pictures and not just the one I exploited for him." And we might add:

"Count that day lost, whose low descending

Leaves me naught to send on to the boss Of work that I have done!"

Laura Powell will no longer be the "Hello Girl" here, having been transferred to Sales Record Clerk and replaced at the switchboard by Miss J. Dainty, to whom we extend the usual welcome.

Elinor Mumford, Ledger Clerk, has been appointed to the Booking Department as Stenographer, Miss Queenie Neely succeeding her and to whom the welcome mat is also out.

Eddie (Dapper Dan) Zorn continues to lead the sales representatives in the Paramount Week free-for-all.

Pearl Greisman is the latest addition to our family. She will be custodian of the Canada Home Office contract records.

Edna Gordon, who has been Stenographer for the Booking Department, has been promoted to be General Manager Akers' Secretary, succeeding Gladys Dillon, resigned.

## And Do 'Em Well-Go To It.

#### Chicago Breezes

By Dan Roche

Our baseball team is going like our Paramount Week bookings—100%. After taking the Universal team into Camp 13 to 8 the budding Babe Ruths swamped the First National to the tune of 5 to 2, last week. Under the able management of Ed Goldberg and the skillful scoring of Jack Wolfberg, official scorer, the team simply walks away with the diamond cuff buttons. Here's the line-up, beat it if you can: F. Ondracek, c., Given, p., Bolle, 1b., Welpley, 2b., Busch, 3b., O'Brien, rf., Hayman, cf., Gorney, 1f. The boys are talking of issuing challenges to the Home Office, Pittsburgh and Cleveland teams.

George Ade has extended an invitation to the Chicago "Pep Club" to visit his farm down in Indiana on August 28th. Needless to say, the invite was accepted with alacrity.

Jack Wolfberg and Herman Busch flivvered over into Michigan and played "Over the Border," for two weeks, in the wilds of the "fruit belt" during their vacation.

Miss Hazel Dybeck is now tickling the typewriter for the Exploiteer since the resignation of the former artist. She is a welcome addition to the force.

#### Salesmen's Contest

(Continued from preceding page)

that in the face of an added handicap of three weeks spent in the hospital where he was laid up suffering from a serious adhesion, the aftermath of an operation for appendicitis.

Mr. McGinley in Zone 5, and Mr. English in Zone 6 turned in an almost equal number of point schedules during the entire run of the contest, thereby proving conclusively their interest and enthusiasm throughout the period covered.

A notable feature of the outcome of this contest is the fact that the winner, Mr. Jos. F. Samuels, was formerly a mining engineer and unacquainted with motion picture business. He joined the sales force of the Salt Lake City Exchange at approximately the time that this contest was launched.

As a result of the contest Salt Lake City has been able to show at the end of June pledges for solid time and bookings far in excess of the sum total received during any previous Paramount Week drive, and Mr. Marcus and Mr. Wog are particularly gratified over the outcome.

The windup came with a WHOOPEE- BANG! and THE END IS NOT YET.

N. B.—Other offices please note and BEWARE.

#### Nine Million Heralds

(Continued from page 5)



D. F. Hynes, in Charge of Storehouse

Another important procedure in the storehouse is the control chart on original orders for shipment. This chart enables Mr. Hynes, at a moment's notice, to tell in just what age an order is living.

Now that Paramount Week is coming, we want to forcibly call your attention to the fact that the Purchasing and Stores Department are just as much a part of this big drive as anyone else. If you were to walk in the storehouse any time from now until after Paramount Week, you would find all the boys stripped to the waist, wrapping at 100 per cent speed and accuracy in their desire to get to you material which they realize means a lot in getting the week over.



Shipping Table at Storehouse

When PEP heard that in 1921, 30,457,000 heralds were packed and shipped, we realized then and there the big task confronting the storehouse on just this one single item.



## The Rambler in Paramount Town

By Shirk

Thomas Meighan starts Monday next on "The Man Who Saw Tomorrow." He will seek a location on an island off the Southern California coast where, under the direction of Alfred Green who did "The Proxy Daddy" and "Our Leading Citizen," the exterior scenes will be made. Meanwhile the star has been enjoying a brief but pleasant sojourn at Del Monte. Among others who took part in the vacation were Mrs. Meighan, Elliott Dexter, John Miltern, Laurence Wheat and Edward Sutherland. The story of "The Man Who Saw Tomorrow" is by Perley Poore Sheehan and Frank Condon and the latter with Will M. Ritchey, prepared the scenario. Leatrice Joy is to be the leading woman, and among many others Theodore Roberts has an important rôle. Eva Novak, who was leading woman for Wm. S. Hart in one of his big Paramount productions, is in the cast.

Paul Powell, director of Agnes Ayres in "Borderland," is back from a fishing trip to British Columbia. He drove all the way in his car and didn't catch a fish! He sent the car back by boat and came back with his family via the same means.

"Kick In," a George Fitzmaurice production be started at the Lasky studio. This is Willard Mack's play and is a complete departure from "To Have and to Hold," recently completed by the same director with the same duo of notable players, supplemented by Theodore Kosloff and others.

"Ebb Tide" is another island picture and George Melford's company is now making the exteriors at an island off the coast. A wonderful cast is included—Lila Lee, James Kirkwood, Raymond Hatton, George Fawcett, Noah Beery and Jacqueline Logan being the featured principals. Lorna Moon and Waldemar Young were the adaptors of the novel by Stevenson and Osbourne. An island home with the tropical foliage essential has been erected for the picture.

William de Mille was on location for two days this week for scenes in "Clarence," which Clara Benanger adapted from Booth Tarkington's play of the same name. This was rather unusual for Mr. de Mille is known as the "non-location" director. He has a marvelous cast with Wallace Reid, Agnes Ayres, May McAvoy and Kathlyn Williams in the leading rôles. Lots of comedy and human interest are promised in this production.

Sam Wood went to the beach this week with (Continued on page 15)

"Kick In," a George Fitzmaurice production with Betty Compson and Bert Lytell, is soon to

#### Getting the Real Shots

Scenes Taken in Famous Diamond-Cutting Factory in 'Amsterdam, Holland, for "Pink Gods"

When screen patrons see Penrhyn Stanlaws' production, "Pink Gods," with Bebe Daniels, James Kirkwood, Anna Q. Nilsson and Raymond Hatton, they will be afforded a glimpse of one of the most famous and interesting industrial establishments in the world. This is the Van Dam diamond-cutting factory in Amsterdam, Holland, the largest in that country, and visited every year by thousands of American tourists.

Through arrangements made by Albert A. Kaufman, our European production manager, permission was received from the Van Dam's to film special scenes for "Pink Gods" in their factory, and a cameraman was sent by Mr. Kaufman to Amsterdam to take these scenes as well as exterior establishing shots on the city streets. Other exteriors were taken in London for the same purpose.

#### Meighan Starts Another

When Director Alfred Green gives the starting signal on the production work of "The Man Who Saw Tomorrow," which he will do this week, he will go to work with one of the most notable casts ever assembled for a single picture.

Heading the roster is Thomas Meighan, the star of this picture, and he is supported by Theodore Roberts, Leatrice Joy, Alec Francis, Albert Rosco, Eva Novak, June Elvidge, John Miltern, Laurence Wheat, Robert Brower and Edward Patrick.

Meighan recently completed his characterization of the chief masculine figure in Cecil B. De Mille's production of "Manslaughter," in which Leatrice Joy played the corresponding feminine rôle and John Miltern also appeared as one of the principals.

In "The Man Who Saw Tomorrow," the star will play the rôle of a wealthy world rover who falls in love with the granddaughter of a near-pirate trader of the South Seas. Subsequently he meets and is attracted by the charming niece of a British nobleman. The story receives its name and the plot a strikingly unusual twist from the activities of a learned scientist and mystic.

Leatrice Joy will play the girl of the South Seas and Theodore Roberts is cast as the piratical grandfather, a rôle replete with comedy opportunities for this veteran actor. June Elvidge is the titled aristocrat and Albert Rosco will be seen as the villainous mate of the trading schooner. John Miltern will portray the professor who provides the star with a glimpse of tomorrow.

The story is an original screen play written especially for the star by Perley Poore Sheehan, the author of "If You Believe It, It's So," and Frank Condon. Condon collaborated with Will M. Ritchie on the preparation of the scenario.

More than half of the story will be filmed on location against a sea and tropical background.

是是一个

# Alice Brady Completes "Missing Millions"

Having finished "Missing Millions," her first starring picture, Alice Brady is preparing for her next picture which will be a screen version of the play, "Anna Ascends." Last year Miss Brady appeared on the stage in the title rôle of this play by Harry Chapman Ford.

Margaret Turnbull is adapting "Anna Ascends" for the screen and Victor Fleming, who directed Agnes Ayres in "The Lane That Has No Turning," has been engaged to direct the picture. Work on this production will be started at our Long Lalend actidic August 7

Island studio August 7.

The final scenes for "Missing Millions" were shot at the Long Island studio July 24, and Director Joseph Henabery and Albert Shelby LeVino, who wrote the scenario of Jack Boyle's story, are now busy cutting and titling the picture.

#### All Set for Piracy



Above is a glimpse of the principals and pirates aboard the pirate ship in George Fitzmaurice's production "To Have and To Hold."

From the already interesting description received from the coast on this production, we look for B. R. T. (beauty, romance and thrills).

In the foreground from left to right are Theodore Kosloff, Betty Compson, Bert Lytell, Frank O'Connor, Arthur Miller and Director George Fitzmaurice.



#### "Old Homestead" Finished

James Cruze has brought his big production of "The Old Homestead" to a close and the film is now in the hands of the editors at the Lasky studio.

Thousands upon thousands saw Denman Thompson in the play which he wrote and appeared in for nearly thirty years. It is familiar to a big percentage of the people of the United States. This, we believe, will prove a tremendous boxoffice asset, for the qualities it possesses of heart interest and drama, to say nothing of the rural atmosphere and the pure charm of home life, make it a perennial favorite.

Mr. Cruze did not stop there, however. He has introduced many unusual episodes not found in the original, such as the terrific storm which wrecks the village and scenes in an Oriental seaport where Reuben wanders ere coming back to the old homestead. Comedy ripples merrily throughout, it is said, in contrast to the homely sentiment and moments of near-tragedy.

Theodore Roberts is seen as Uncle Joshua Whitcomb and he is supported by a great cast of favorites including George Fawcett, T. Roy Barnes, Harrison Ford and Fritzi Ridgeway. Perley Poore Sheehan and Frank Woods adapted the play and the continuity is by Julien Josephson, master of small-town and rural screen drama. Walter Woods, who supervised the production, will have much to do with the final editing.

## The Way Of A Storm

By "Jerry" Beatty

That big thr-r-r- that you've been hearing all day in Paducah, or Nutley or Indianapolis or Walla Walla, or wherever it is you live—that noise like sixty-four flivvers in a bunch climbing an eighteen per-cent grade-will end in a few days. Jim Cruze has finished shooting his storm out on the Lasky Ranch in Hollywood where he was making "The Old Homestead."

It's not a cyclone, a tornado, a windstorm nor an earthquake. It's a combination of all of them, taking the wickedest strains in each and wrapping them up into the poisonest dish of destruction

that has ever been sipped by man or beast.

They wanted to show that the old home after all is the best anchor to windward in any kind of a storm and they blew almost the whole world right away from the old home. There she sticks in spite of wind and high water, with Theodore Roberts, T. Roy Barnes, George Fawcett, Harri-son Ford, Fritzi Ridgeway, Ethel Wales and a lot of other first-class actors inside.

The battery of airplane propellors converted into wind machines that were used to stir up this storm looked like nothing so much as the whole allied airplane force lined up for review. The rain machines would have put out the San Francisco fire in ten minutes.

Mr. Cruze would not stand for any small town storm. He insisted upon one that really would blow entirely off the map the town that was built for the staging of "The Old Homestead." And blow it he did.

They're still picking pieces of the New England village out of King James castle—where George —and Penhryn Stanlaws' African diamond mines, where he was shooting "Pink Gods" had to be cleared of half a ton of hay that had blown over from "The Old Homestead" barn. A high wheeled bicycle rolled half a mile to the big East Indian temple where Phil Rosen is making "The Young Rajah." The bicycle wasn't damaged a bit and Rodolph Valentino rode it all the way back to "The Old Homestead" and delivered it intact.

"The Old Homestead" contains the old types, the comedy and the pathos that made it such a stage success. Grace Church—the building, not the girl—retains a prominent part. Contrast is brought through a scene in a tough little Chinese seaport town in which the wandering boy meets "Happy Jack" and decides to return.

Here in "Bimbo's American Bar" is gambling

and drinking and hula dancing and from there the boy starts to beat his way back to respectability.

#### Bathing Girls Come Into Their Own Again

Bathing girls will be plentiful in "The Impossible Mrs. Bellew," which Sam Wood is now producing for us with Gloria Swanson in the stellar rôle. Deauville, the French resort for those who love the sad sea waves, affords the background for the galaxy of lovely girls, including the star, who will appear in creations by Ethel Chaffin which are far in advance of the story and the location.

Drama in plenty and a strong romantic theme, with Conrad Nagel playing the male lead, will make this one of Miss Swanson's most popular pictures.

#### "Bert" LeVino



Since arriving at the Long Island Studio some time ago, Albert Shelby LeVino, one of our very popular and efficient scenario writers, afforded us the pleasure of becoming better acquainted not only with himself personally, but with the art of the scenario.

Mr. LeVino is exceedingly well versed in this end of the art and his inspiring talks have enlarged our ideas greatly on story writing for

motion pictures.

We can best remember Mr. LeVino from his exceedingly good work on "While Satan Sleeps," and "The Bonded Woman."

You can get a glimpse of this individual above as he looks when adapting a story for the

screen.

During his short time here he has enveloped a score of friends and we now know we had previously missed proper views on this big side of the motion picture art.

#### It's "Mr." and "Miss" Now

Henceforth, whenever characters are introduced by subtitles in our pictures, the names of the impersonators will be preceded by the formal prefix, "Mr." or "Miss" as the case may be.

This innovation is in accordance with an order from Mr. Lasky, who maintains that the prefix is a mark of respect due the members of the Paramount Stock Company and is only in keeping with the dignity in which the members of the company hold their profession.

#### A Letter from Mike

Dear pep

i am riting you a few bangs on office tiperiter to let you no i am at the long iland studio in lonG iland i am a persistent camera man i would of rote you before this but i was out on locating that is when there aint no work at the studio inside but outside there is joe henabery is the director boss and he says im a grate kid so im telling you hes the same d johston he s the persistent director and he dont say nothing hes from this here town of calif. dick says there aint no place in the woild like this here hick berg of calif. and the other day i loses my noodle and i says to him see kind of sore see whos holdin you hear i gess that aint a snappy crack hay alice brady is our leading lady hay kid hows that for pottery hay and shes a good feller and she gets a long grate with the gang and they swear by her see that is no cuss woids see but the whole works is for her

our boss is ed king he says im a grate kid and so im telling you hes a good skate heres a good joke. in urope they wont let one of those royal eggs be a king before hes a prince and after he breezes into the thrown that is wear he sits after he gets elected to be king then the king cant be a prince any more see—well heres a joke—now our boss is a king and hes a prince jack gain told me if i put that in and i get a raise in pay gil warrenton says give us a little boost kid wear does he get off to kid me that way did you see that there trick golf suit of his with the belt in the back and short pants if he dont stop kidding me i'll make some wise cracks about him being a model for mackarony because his leggs is so thin hows that for wise stuff hay

so long pep because its time to punch the clock and did you hear about the guy around hear that is so dumb he thinks cooper hewit makes barrels dont take any woulden money kid

mike

(Better known as Dave Sarecky)

# Getting Shots for "Missing Millions"

Some scenes in "Missing Millions," Joseph Henabery's latest picture, called for a church. Artie Cozine, our Casting Director at Long Island, procured, through the courtesy of the Rev. Dr. Houghton, who has been Rector of "The Little Church Around the Corner" for the past 35 years, permission to shoot all scenes that were necessary and also the assistance of his entire staff.

This church is known throughout the world for its friendship to the theatrical profession.

The following cast appeared in the above scenes: Alice Brady, David Powell, George Leguere, Sidney Herbert, Alice May. This is the first time the Rev. Dr. Houghton has given his personal permission to use the church for filming purposes.

#### Bustin' His Dad



Wally Reid, Sr., did not have any say in the matter when his son mounted him in all his cowboy regalia. Then and there Wally, Jr., immediately proceeded to "bust" his dad, the latter stating that his son is very accomplished in the art of bustin', especially when he meets his daddy on the steps Saturday night and demands his weekly allowance.

mands his weekly allowance.
Their pet dog "Spike" insisted on being in

the scene of action.

#### The Rambler

(Continued from page 12)

his star, Gloria Swanson, and a bevy of bathing beauties, for scenes at Deauville, France. This was for scenes in "The Impossible Mrs. Bellew," which David Lisle wrote and Percy Heath adapted. Conrad Nagel is leading man.

Victor H. Clarke is back from a vacation at Yosemite Valley and declares that he had a wonderful time,

Mary Miles Minter and Tom Moore are working in the Wyoming Wilds on "The Cowboy and the Lady," under the direction of Charles Maigne. Everyone expects a story of many adventures and hairbreadth escapes on the return of the company from the distant location. Julien Josephson adapted this Clyde Fitch play.

"Singed Wings," with Bebe Daniels, will be Penrhyn Stanlaws' next production. Miss Daniels will have the rôle of a Spanish dancer in San Francisco along the famous and romantic waterfront.

Rodolph Valentino made a fine Arjuna in a vision scene of "The Young Rajah" in episodes filmed this week under the direction of Philip E. Rosen. Incidentally he proved his prowess as an archer by shooting an arrow and hitting the mark, somewhere outside the camera line.

## Invest Heavily In The Smile Market



# The Pepville Gazette



Vol. 7. No. 4

MONDAY, JULY 31, 1922

Price: More Pep

#### THE PEPVILLE GAZETTE PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Near a Window

Weather:

Clear for the "Balance" of the "Weeks."

#### Advice to Ball Players

Old-Timer says: When you meet a girl, "talk a walk." Don't start a "squeeze play" until you know you're "safe" or you may be "called out" by her old man and be lucky to reach "home" on a close decision.

#### Don't Weaken

"Don't kick about our coffee. You may be old and weak your-self, some day."

#### Poor Salesman

The Manager—You must have annoyed that customer to make him walk out of the shop like that! The Assistant—I didn't—he

The Assistant—I didn't—he asked me what sort of hat would suit his head and I told him a soft one!

-Passing Show (London).

#### The Latest

"His wife makes him put on evening clothes to sit home and listen to a radio concert." -Buffalo Express.

Hazel—Why did you tell Edith that secret that I told you not to tell? Helen—I didn't tell her. I just asked her if she knew it.

#### It Pays

George Cohan, the greatest electric sign advertiser in the

electric sign advertiser in the theatrical world, in discussing advertising recently, said:
"When a duck lays an egg she just waddles off as if nothing had happened. When a hen lays an egg there is a whale of a noise, hence the demand for hens' eggs is greater. It pays to advertise."

High Priced
"Dear John," the wife wrote from a fashionable resort, "I enclose the hotel bill."
"Dear Mary," he responded, "I enclose check to cover the bill, but please do not buy any more hotels at this figure—they are cheating you." (Life.)

#### Not So Bad

He—A kiss speaks volumes. She—Are you collecting a library?

## Last Minute News

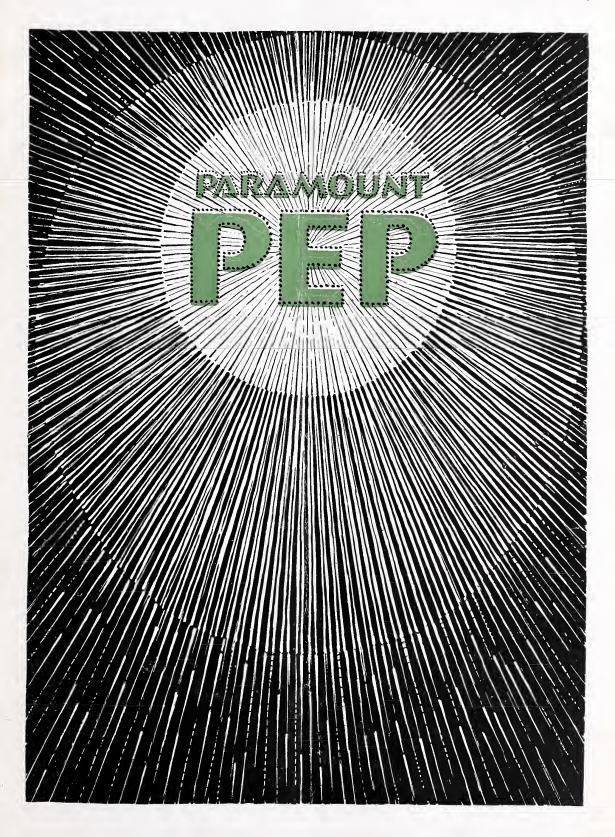
FITZMAURICE TO DIRECT POLI NEGRI AT L. I. STUDIO

ELSIE FERGUSON, THOMAS MEIGHAN, JACK HOLT, ALICE BRADY AND OTHERS TO WORK THERE

ADOLPH ZUKOR RETURNS FROM HIS VERY FIRST REAL VACA-TION LOOKING FINE

JOHNNY FLIVVER ......The Extra





#### Treat or Retreat

A Story of the Issuing of a Challenge by the Four West Coast Offices

#### By S. R. Kent

Picture a salesman working in the desert of Arizona with the thermometer hanging above 110° for a month: picture that same salesman losing fifteen pounds on this one trip: picture this same fellow wiring in to have his route sheets completed upon his arrival so he could leave that same night to again tackle that living inferno, to enable him to clean up his unfinished spots.

Jump for a moment to another office, long after closing time, and see two salesmen quar-

reling-each accusing the other of not securing adequate prices and length of runs,-each feeling

the other might hurt the chance of their office winning first honors.

Jump again to another office and see a salesman starting to enjoy the first days of a long-looked-for two weeks' vacation and see this fellow packing up after being out only two days, ready and chafing to get under way in his zone. See him on the fourth day of his vacation. The hand that held the fishing rod is now grasping a brief-case full of route sheets and contract blanks and in the other hand transportation for points in his zone.

Jump again and look into all offices at once any night or Sunday and see complete booking crews pushing, squeezing and tightening up the movement of films so as to minimize loss in play dates. Look into these same offices—see the branch managers night and day checking every account and fighting for every available dollar and play date that can be exacted from every community. Look through every department; see the preparation for the big weeks and observe the splendid cooperation. Think of the soldier who delivered the message to Garcia and picture, if possible, the same determination to deliver; in an entire organization—that inspired that lone soldier, and you begin to get some idea of what the Coast offices are doing for the big drive.

Results that were obtained last year from every community are serving as the minimum amounts that will be acceptable this year. In no single zone in this entire territory is there a salesman who has not obligated himself to increase the results from his zone compared with a year ago from twenty-five to seventy-five per cent; and best of all these promises are being materialized-actual playing dates having been set in to assure a full realization of most of the promises; and upon these results they are basing their confidence to not only win one of the first three prizes, but all of them.

The spirit that prevails on the coast is the one that's going to win; the one that knows no failure. So we want to prepare you boys for the final outcome that's going to make every other district in this organization run second to Number 9—the Coast District.

I want to prepare you for what Mr. Wobber said in his speech at the last Convention; for when he sees you at the November Convention out here face to face, he is going to look you in the eye and say, "I told you so!"

On behalf of Mr. Wobber I am instructed to

wager a little banquet on the result of the Fall Drive, District Nine challenging every other district in the United States.

You boys are going West in November and

(Continued on page 5, second column)

#### We Are Going to Win This Drive

Such was George Weeks' remark on his return from Detroit.

He states that Division Two will not only win in the race on Paramount Week, but the

drive for the five weeks. He says that if Herman Wobber wishes, he will make up a menu for that promised luncheon and send it to him in plenty of time for the banquet which Weeks says will be on Herman Wobber.

#### Where Do You Get That Stuff—

Says John Clark, "you'll have to make up the menu anyway because you are going to be the one who pays for the lunch and naturally you have to attend to all arrangements.

#### Why Argue?

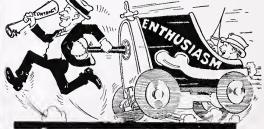
Says Harry Ballance, "for if it's the winning of Paramount Week and the five weeks you are worrying about, just refer to Division One and you will get correct details as to the winner.

#### It's Going to Be a Lively Race

Says PEP, the spirit manifested by each of the three divisions is the typical old Paramount spirit. Whoever wins will certainly know they have been in a race.

#### Enthusiasm!!!!

PEP AND ENTHUSIASM IS THE POWER THAT DRIVES SUCCESSFUL SALESMEN



## HOW THEY STAND

(Week Ending July 29th)

Exchange No.	Exchange Name	Week of Sept 2nd	Paramount Week	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
1	Boston	5 -	2	4	6	3	4
2	New Haven	16	16	13	16	9	11
31	Maine	14	22	11	21	20	18
3	New York	24	26	22	26	26	26
4	Buffalo	3	5	3	4	1	2
5	Albany	7	12	8	9	6	6
6	Philadelphia	4	9	9	11	10	9
7	Washington	22	13	19	22	24	21
11.	Detroit	15	19	12	7	15	12
8	Pittsburgh	20	24	20	17	14	22
10	Cleveland	25	14	.23	19	19	23
12	Chicago	26	21	26	25	25	25
15	Milwaukee	13	17	15	13	12	14
16	Kansas City	23	8	16	18	13	13
17	St. Louis	19	11	24	24	22	20
20	Salt Lake City	9	7	6	3	5	8
21	Denver	2	3	2	15	4	3
22	San Francisco	1	1	1	1	7	1
23	Los Angeles	8	23	14	10	18	16
24	Seattle	21	25	25	23	21	24
25	Portland	11	20	17	14	17	17
9	Cincinnati	18	6	5	8	8	7
14	Indianapolis	10	18	18	12	16	15
13	Minneapolis	6	10	10	5	11	10
18	Des Moines	17	4	7	2	2	5
19	Omaha	12	15	21	20	23	19

"The figures in the above column denote the position of your Exchange on the week under which it is listed."



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees
of the
FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

**AUGUST 7, 1922** 

No. 5

#### It's Up to You

Scores of telegrams have been flying back and forth—from exchanges and studio as a result of the previews of "Blood and Sand," "Manslaughter" and "The Old Homestead."

A great many of us will have had the pleasure of seeing "Blood and Sand" by the time you

read this.

A great many of us are collecting ourselves in a vain effort to put into words what is in our hearts regarding this production.

The picture is everything Mr. Kent said it was in his enthusiastic wires to you boys in the

field.

You are no doubt enthused—if you are human you cannot help yourself—and the big question now is, are you big enough to impart that heartfelt enthusiasm to the man who is going to buy the picture?

Are you big enough to paint the picture of this production so that he in turn can enthuse

himself and his public?

Are you big enough to take hold of this production and plant it in every town and hamlet

in the country?

If you think you are not—take stock and take it immediately for as stated before, this business is a time business and it is only fair to the corporation and the production department who are solely responsible for productions of this calibre, that we hustle and do justice to this picture when it comes to distribution.

We have all the more faith now in "Manslaughter" and "Old Homestead" after seeing

"Blood and Sand." Why?

Because wires from the coast told us the truth about "Blood and Sand" and we believe and know that the other two will be everything said of them.

Imagine three tremendous productions of this calibre coming at the same time into the hands of the greatest distributing organization of mo-

tion pictures in the world.

Imagine the resources from the standpoint of story, individual labor on the part of directors, cast, cameramen, scenario writers, cutters and everybody to give to you a product and then watch to see what you do with it.

Let us make the Production Department feel gratified that they have put this resourcefulness behind this production, by gathering our-

#### A Popular Boy



Eugene Adolph Zukor, the son of Eugene J. Zukor is, needless to say, very popular with his proud grandparents, Mr. and Mrs. Adolph Zukor.

Eugene Adolph is shown in the arms of Mrs. Adolph Zukor and his proud Grand-Dad, Adolph Zukor, is looking on with his famous smile.

They tell us Eugene Adolph is occupying attention 90 per cent of the time at the Zukor estate and from all accounts is "the boss of the ranch."

#### Mrs. Shauer Dies

Mrs. Anna Shauer, mother of E. E. Shauer, head of our Foreign Department, and grandmother of M. A. Shauer, died Tuesday at the home of her daughter, Mrs. Morris Kohn, at Nanuet, N. Y. Mrs. Shauer, who had been ill for some time, was in her eighty-fifth year.

#### An Idea from the Cashier

The first thing we know Eddie Brown will be known as the "advertising cashier." Between the flying of checks and keeping accounts straight, Eddie concocted a unique idea for a blotter which has been accepted by the advertising department and printed.

These blotters were sent to every stockholder

with their dividend check.

They are especially useful in that the blotter has a three-months' calendar on it with Paramount Week occupying the prominent space with our trademark.

selves together and delivering to the exhibitor and the public that real enthusiasm that bears truth behind it and convince the exhibitor as well as the public that Paramount has the greatest productions on the screen.

This is indeed a humble effort in type to put over a message that is essential to the welfare of our corporation and the good name it bears, but we do say as Mr. Kent did without any hesitancy, "Thank God for a producing organization such as our own."

## Luck Is the Side-kick To Intelligence and Work

## On The Pittsburgh Outing



Not so long ago the Pittsburgh Exchange went forth 100 per cent, strong for a day's outing and PEP'S cameraman and correspondent, Bill Robson, secured the above photos. The photo on the left is Anna Pollock, pleasing for a fast ball.

In the upper center we see Mike Hughes, the center of attraction with the girls, reading from left to right, Misses Weissman, Lefkovits, Cohen, Pollock and Conley.

In the lower center we have Messrs. Jones and McGrevey and on the extreme right is Pat Livingston, our chief accountant at that Exchange.

#### Important Notice

In spite of the many notices regarding the correct address of F. H. Blakely at Cleveland, a great deal of mail still continues to go to our Cleveland Exchange.

The following is the correct address for all

mail to Mr. Blakely:
MR. F. H. BLAKELY, MANAGER,
LITHOGRAPH DEPT. MORGAN LITHOGRAPH CO. PAYNE AVE. & 17TH STREET CLEVELAND, OHIO

Please pay particular attention to this as it not only causes inconvenience for the Cleveland Office but delays important letters to Mr. Blakely.



#### Chicago Jackie



This is not a prize fighter, but a coming Paramount salesman, being the 11-months-old son of E. L. Goldberg, City Salesman at Chicago our change.

Jackie is shown sitting on his mother's lap in their new "rolls rough.'

#### Indianapolis Briefs

#### By Mildred Latta

Miss Helen Brown, of the Inspection Dept., has the deep sympathy of every member of the Indianapolis Exchange, in the recent death of her mother.

Mr. Brown, Traveling Auditor from the Home Office, is stopping with us for a while to add some new joys to our Accounting Dept.

Florence Blum, of the Chicago Exchange, while in Indianapolis on her vacation, paid our office a visit. Drop in again, Miss Blum.

#### Treat or Retreat

(Continued from page 2)

I can tell you frankly, that District Number Nine expects to eat at your expense at that time. Whoever beats the Pacific Coast in the Fall Drive is going to have to hang up a mark that will stand for years to come.

That's my firm belief after having talked and worked with these boys out there for two

weeks.

Editor's Note: Prior to going to press with this story, the three Divisional Sales Managers had a look at it, and while we know John Clark agrees that this Division will give them all a race, Messrs. Ballance and Weeks insist that their divisions will eat at the coast's expense.



#### IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

## Sales I Have Made

"You will notice we sold 343 insert cards, also 32 twenty-four sheets and 11,550 the week ending July 29th."

M. REHFELD, Omaha Accessories Manager

"The week ended July 29th we sold 452 11x14's and 444 insert cards."

J. J. HESS, Chicago Accessories Manager

"For the week ending July 22nd we sold 500 Fanfotos."

A. N. SCHMITZ,

Milwaukee Accessories Manager Schmitz hooks his car to the Fanfoto train.

"We have sold 19,000 Fanfotos this week." RUSSELL P. COLLINS,

Accessories Manager

"We sold 1,000 Fanfotos the week ending July 22nd, making a total of 7,000."

I. G. WHITE, Los Angeles Accessories Manager

#### Another Letter

The following letter was received by Mr. Rehfield, our Accessories Manager at the Omaha Exchange. It speaks for itself. The letter read: Dear Mr. Rehfield:

The reason why we use the new paper on all our pictures is that we must have our lobby look fresh and attractive.

Most of our lobby paper is made into mats which gives our lobby an original and attractive appearance.

Yours very truly,
M. LEDOUX.

The letter is short but it means a whole lot coming from an exhibitor, for he, like many others, believes in a decent clean, fresh and attractive looking lobby.

#### Letters That Talk

The following two letters were received by Messrs. Gluck and Cohen, Accessories Managers of the New York and Cincinnati Exchanges respectively. The letter received by Mr. Gluck read:

Dear Mr. Gluck:

Permit me to congratulate you on the splendid effort you are making in putting over your product. I might add that if the exhibitors would abstain from their short-sighted policy of economizing on their publicity matter they would achieve far greater box-office results.

We have found from past experience that when we use your stuff we invariably get splendid re-

suits.

Truly yours,

M. J. LEVISON.

The following letter received by Mr. Cohen read:

Dear Mr. Cohen:

As you are well aware, the James Theatre is playing a great many Paramount Productions, and I want to take this opportunity to congratulate the Famous Players-Lasky Corporation on the excellence of its productions, and also on the splendid service rendered by its Accessories Department, of which you are Manager.

The Accessories which we use in connection with the showing of Paramount Productions are purchased through your Department, and we are greatly pleased, not only with the excellence of the Accessories, but with the perfect condition in which they come to us as well. The splendid showman-like manner in which you conduct your Department is indeed most commendable.

Wishing you and your Department continued success, and with kindest personal regards, I am

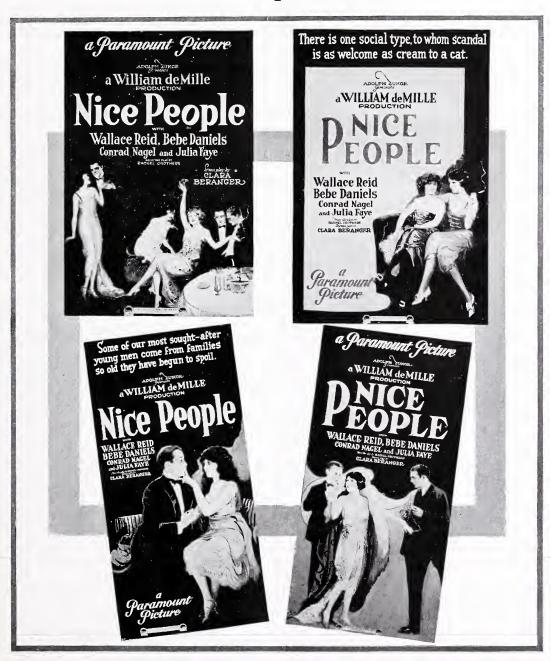
Very truly yours,

W. M. JAMES.

This tells more than words can express. It reflects great credit on the individuals who received them.

PEP &

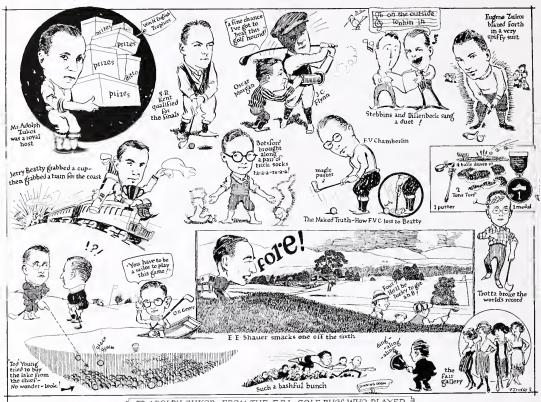
## "Nice People" Lithos



"We are not writing a story on these posters on "NICE PEOPLE" because we believe they tell a story of their own. Don't forget to tell this story to the exhibitor so that he can tell it to his patrons."

THESE LITHOS SELL THEMSELVES

## Golf Day At The Zukors



TO ADOLPH ZUKOR. FROM THE F.P.L. GOLF BUGS WHO PLAYED IN THE FIRST ANNUAL GOLF TOURNAMENT OF THE FAMOUS PLAYERSLASKY CORP. AT MOUNTAIN VIEW FARM, MAY  $27^{TH}$  1922

Above is a reproduction of the original cartoon made by Vincent Trotta, head of our Art Department, typifying executives during the recent golf match at Mr. Zukor's estate, when many fine trophies donated by William H. English, one of our directors, were awarded to the individuals who were fortunate enough to run up the best score.

The original of this cartoon has been beautifully framed and presented to Mr. Adolph Zukor, who again proved himself a most wonderful host to the participants in this memorable golf match.

#### Three Musketeers



At the left we have three gentlemen at our Milwaukee Exchange who attend to the shipping of film and accessories.

They call them the three musketeers.

From left to right they are: Bert J. Streek, Joseph Imhop and Art Ubelacker.

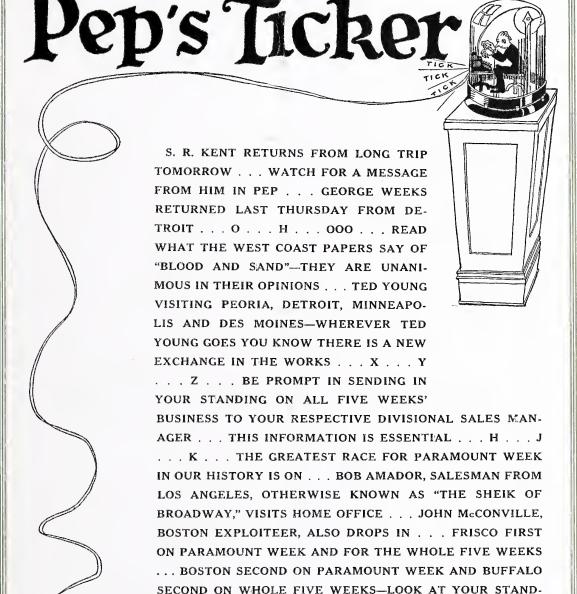
#### A Torontoite



In Miss Brown, stenographer in the Toronto Exchange Accessories Department, we have indeed a faithful girl.

Aside from these duties she is in charge of the maintenance for the office.

Miss Brown



ING ON PAGE THREE . . . . CHANGE THOSE FIGURES NEXT WEEK . . . D. F. FINKE, NEW EXPLOITEER AT ALBANY . . . WATCH HIM GO . . . BILL SMITH'S ANKLE GETTING BETTER . . . JOHN CLARK ALL SMILES OVER HIS DIVISIONAL STANDING—SAYS HE WILL STILL SMILE AT THE END OF THE RACE AT WHICH GEORGE WEEKS BURST OUT LAUGHING . . . . HARRY BALLANCE? STILL SAWING AWAY . . . .

# The Best Way To Get UP In The World—

#### Paramount Beach Maids



These three lassies are making good use of the home office Paramount Club bathing concession at Brighton Beach.

Pep's cameraman lost no time in getting the fa-

mous young ladies in their bathing attire.

They are from left to right: Misses Sylvia Chock, Rose Eidelsberg and Helen Gilseman, all of Geo. Weeks' office.

#### With Torontonians

#### By Bam

Our chief worry just now is to find enough prints for all the exhibitors who want to book Paramount Week solidly. Booking Manager Patte says he is continually playing a game of "Put and Take" on the booking sheets in order to get every playing day possible out of the available prints.

Kathleen Regan is welcomed into our fold as Filing Clerk and assistant in the mailing de-

partment.

Morris Milligan (our waggish Branch Manager) tells how he got his first black mark in school. "Morris," said teacher, "how much is 3 x 3?" "Nine," promptly responded Morris. "Very good," said teacher. This was too much for Morris, so he shot back, "Very good hell—that's perfect!" And then the excitement

G. E. Akers, General Manager and Leo J. Haag, Toronto office manager, and general installer of systems for Canada, have taken the long trail to Vancouver. Working back they will cover Calgary and Winnipeg.

#### Congratulations, Sammy

Samuel Cohen, Cincinnati Accessories Manager, is engaged to be married to Miss Eva K. Marks. This was announced last week.

#### Pittsburgh Paragraphs

#### By Bill Robson

There is a noticeable determination to be seen on all sides here to make Pittsburgh stand out creditably Paramount Week.

Those who are not on vacation are either getting over one or preparing to go on one.

Mr. Ross and Mr. Hughes have been successfully negotiating with the first runs on our new product.

Miss Anna Polack of our Maintenance Department is summering at the shore. She left Monday and will return the last of next week.

One of our salesmen ran out of gasoline the other night in the coal fields and had to convince a state police he was neither a bootlegger nor a strike breaker.

Our baseball team is going strong.

Eddie Fontaine paid us a visit for a day last week.

## Rickety Ricketson a Daddy

Hearty congratulations to Mr. and Mrs. Rick Ricketson. Why?

Because they are the proud parents of Rick Ricketson, Jr., who arrived July 19th with ten pounds of fighting weight.

#### The Miscellaneous Ball Game

#### (A Nightmare)

The game opened with Glue at the stick and Small Pox catching. Cigar was in the box, Strawberry Cake played short, and Corn was in the field. Egg was umpire and he was rotten.

Cigar let Board walk, Song made a hit, and Sawdust filled the bases. Then Soap cleaned up. Ice went in and kept cool until he was hit by a ball, then you ought to have heard Ice Cream. Cigar went out and Balloon started to pitch, but went up in the air. Lunatic was put out because he was off his base. Bread loafed on third.

Cabbage was manager because he had a good head. Knife was called out for cutting first base. Grass covered lots of ground and the crowd cheered when Spider caught a fly. Steak was out on the home plate. Clock wound up the game by striking out. If Door had pitched he would have shut them out.

> SAMMY COHEN, Cincinnati Exchange

## Is To Get Down To Business

# "From Shipping Clerk to Exploiteer"

By A-Mike Vogel

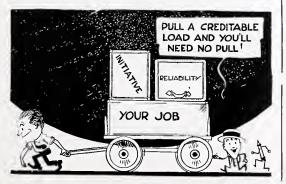
Henry, the Shipping Clerk, Takes a Fling at Exploitation

Dear Cousin Anna:

Well, I sure have news for you as I have been promoted. We have a fellow in the office called a exploiteer but I now have names for him much shorter for this reason. Last week I went to Uncle Leo's on my vacation in Gehenna, and had my name in the Recorder with a story about me. I may have told lies about going out together with Wally Reid and Rody Valentino, but they asked me did I know them personally so what could I do? Anyhow Joe Boloney runs the movie who used to be a mechanic at Turtle's Garage, and I took Ella Rice one night and Joe which is a fine mechanic he says hello when did you get out and I says I am with the B. P. O. E., and he says oh, you are an Elk and I says no it is Best Pictures On Earth, and we have an exploiteer which I bet could exploit here and Joe says well next week I have His Mothers Nightmare a See Oh Dee Special and would like to be exploited. So I said how about me because Ella was there and he said you and I said me so he said well all

Now there is a stunt which you get a cow and paint on it this is not a bull but see the picture whatever it is but I will do better and get a bull and say this is not a cow so after I bandaged my hand where I slipped running from the bull we finally dragged him down to Ned Bartels store where it attracted attention and caused comment from behind the fences where everyone has ran. Granpa Herrick is coming down the street and the bull goes after him seeing Granpa's red flannels from under his overhalls. Granpa runs and while so his overhalls slip showing more red and the bull goes faster chasing him into Neds store where Granpa's overhalls fall down completely. This is causing lots of comment from the ladies of which the store is full of trying to get out of the way. I am now in the jailhouse where I must stay to work out the damage as they blamed all of it onto me and I am now done with this here exploiteering with love

Your cousin Henry



#### Three Graces



Three of our good looking inspectors from the Milwaukee Exchange are herewith presented for your approval.

From left to right, they are: Ada Brereton, Elsa Kapke and Katheryn Olsen.

#### Cincinnati Laughs

By Sammy Cohen

Harry Neil, sales manager, went to a show the other night. The next day Art Holah, salesman of Zone I, asked him whether it was funny. Harry replied: "Yes, sir, I enjoyed that show. It was funny enough to make a donkey laugh. I laughed till I cried!"

Herb Elder, district manager, received an announcement of Sammy Cohen's engagement. After congratulating the happy accessories manager, Herb said: "And do you mean to say that you came back to Cincinnati without her?" Sammy reluctantly admitted that such was the case. Herb looked at him for a minute and then smiled, "I'll bet that before you left, you put up a sign on her door marked: SMALLPOX—KEEP OUT.

Manuel Naegle, booker, went to lunch the other day and started joshing the waitress. Don't be so confectionery," she laughed. "All right," said Manuel, "I'll be cafeteria and help myself." He started with the spoons.

## Cleveland Notes

By R. Labowitch

Mr. J. F. McGreevy is now a member of the Cleveland Exchange in the capacity of Assistant Booker. Good luck to you, Mr. McGreevy.

We are all glad that the accident of Mr. Fink's did not prove more serious than it did. Hy's machine was pretty badly wrecked and he sustained many very bad bruises but was able to resume work this week and very pluckily worked during the time he was being treated by a physician.

Mr. Dodge, salesman Zone 4, is still in the lead for closing Group 6. Dodge has sold the "41" with dates on all subjects to four of our biggest exhibitors. Keep it up, Dodge, we're proud of you.



## Paramount Views

By Shirk

Her Gilded The circus type of press agent who is still in evidence in other varieties of amusement, has his day in "Her Gilded Cage," Gloria Swanson's recently completed Cage picture.

Walter Hiers is the P. A. and does it with the unction for which he is noted. He grasps the idea of playing up the poor French girl as a King's favorite and puts it over-whereupon is built the plot of the Sam Wood production.

Paul Powell and Harrison Ford are the leading man and juvenile—both admirable.

Miss Swanson is excellent in her transitions and as usual is a glorious vision of exquisite loveliness in the striking gowns or stage costumes employed in her rôle of "Fleur deAmour." Little Anne Cornwall is fine as the invalid sister.

If you see "The Old Homestead," you will never forget it. For a couple of A Picture That hours you will live with the people of the play as directed by James Cruze. Will Be Unforgettable And they will be interwoven in your own thoughts, until they will be real persons whom you will never cease to remember. It is a work of art, supreme amusement, delightful entertainment and a distinct contribution to the screen—a credit to every person con-

cerned. The exhibitor has a certain appeal in this picture—the Salesman a positive argument.

Its success should be phenomenal.

Real Red Blooded If those w

If those who see "The Siren Call," Irvin Wil-Melodrama lat's production with Dorothy Dalton, David Powell and Mitchell Lewis, do not spend an evening of genuine entertainment, with thrills a-plenty woven into a logical plot formation; if everyone is not ready to admit that they have been satisfied, then the reason would be difficult to explain. Miss Dalton is convincing, gains sympathy at every point; David Powell is calm, determined, masterful. Mitchell Lewis is the primitive man to the life. The fire scenes in the casino in Alaska have seldom been surpassed; the fight on the barge between Powell and Edward J. Brady, the heavy; the terrific plunge over the falls; the comedy supplied by Lucien Littlefield and the sympathy engendered by the child are all sure-fire points. Mr. Willat is a master of this sort of thing and this is one of his best examples.

"She Walks Betty Compson will be the lovein Beauty" liest of lovely women in "To Have and To Hold," the great historical masterpiece which Ouida Bergere translated to the screen and which George Fitzmaurice produced. Bert Lytell will be the doughty captain to the queen's taste. Theodore Kosloff, the petted favorite, will surpass himself and Raymond Hatton, W. J. Ferguson and others will supply

(Continued on next page)

## Getting His Pep



Just outside the administration building at the West Coast Studio, Adam Hull Shirk has placed a box for the purpose of holding PEP.

Bert Lytell is here shown getting his copy from the famous box.

#### Will Hays Will!

On Saturday, July 29—the final day of Will H. Hays' visit to Southern California and the film capital, Hollywood,—the Lasky Studio in keeping with other studios, closed early in the afternoon and the people of the industry went as a body to the immense Hollywood bowl, a natural amphitheatre in the hills, to hear the President of the Motion Picture Producers and Distributors, Inc., make his greatest address and deliver his great message to the people engaged in the making of picture plays in every department.

Mr. Hays has "sold" himself to the picture people. They are behind him as a unit in his splendid campaign for the betterment of conditions and the product itself.

And they must be behind him.

Unless everyone is thoroughly enthusiastic in support of Mr. Hays, his efforts will be greatly minimized. He is the man for one of the biggest jobs that a man ever had to tackle. But he will win out because his principle is right. And that's the only way any big campaign can succeed.

A wrong principle never triumphed in the end, a

right one will always do so.

Here's the "yell" of the Lasky forces given with a will at the Bowl Saturday:

"Who Will Hays Will Will He He Will Lasky's"

And Will Hays will! Not a czar, not a dictator—but a leader to whose standard we may all rally with the sincere conviction that he is RIGHT!

And RIGHT must win, every time.

## Real Pearl Divers

When George Melford's forthcoming production "Ebb Tide," called for pearl divers diving for real pearl oysters, somebody had to get busy.

The result was that a Pacific island was transformed in a few weeks to a tropical pearl rendezvous and J. P. Spencer, an experienced Hawaiian pearl diver, was hired to head the group of breechclout-clad aquatic experts who swam down thirty feet to get the coveted shells.

Spencer made sure that every detail of the pearling scenes was correct. Around their necks the men wore bags in which they placed twenty-five pounds of shells on each dive. Between their teeth was carried a knife with which to pry off the oysters and give protection from sharks. A good diver will bring up about 500 pounds a day.

The pearl-diving scenes play an important dramatic part in "Ebb Tide," the great Robert Louis Stevenson and Lloyd Osbourne classic which was adapted for the screen by Waldemar Young and Lorna Moon. James Kirkwood, George Fawcett and Raymond Hatton are the three beachcombers of the tale with Noah Beery as Attwater of the pearl islands. The leading feminine rôles are assumed by Lila Lee and Jacqueline Logan.

#### Paramount Views

(Continued from preceding page)

splendid characterizations. All the romance, thrill, color and fascination of the early seventeenth century has been infused into this drama which cannot fail to be one of the big things of the screen of the decade.

"Clarence" It is admitted that "Clarence" is a different William deMille picture. It is unlike anything he has previously made; Wallace Reid has a rôle that is completely removed from any of his previous representations. Agnes Ayres, May McAvoy, Kathlyn Williams, and others have parts that enable them as true artists to do something a little bit, or a great deal, different than any of their past accomplishments. Booth Tarkington knows the people of whom he writes; Clara Beranger sacrifices nothing in her translation to the photodramatic form; and William de-Mille is nothing if not a master of dramatic sense, with the keenest appreciation of all its subtleties.

moments. Philip E. Rosen is the director.

Novelty Feature of "Pink Gods" "Pink Gods," Penrhyn Stanlaws' production with Bebe Daniels, James Kirkwood, Anna Q. Nilsson and Adolphe Menjou—yes, and Raymond Hatton in a character part of real strength—is a complete novelty as well as being highly dramatic and very beautiful. Some of the best acting of her career is done by Miss Daniels and the same may be said for Mr. Kirkwood. Mr. Stanlaws starts soon on "Singed Wings"—a new one.

In Wyoming Mary Miles Minter and Tom Wilds Moore are still in the wilds of Wyoming for scenes in "The Cowboy and the Lady," directed by Charles Maigne.

Sam Wood Sam Wood is engaged on "The Busy Impossible Mrs. Bellew," starring Gloria Swanson and just now is making a big scene in the casino at Deauville, France. Gambling devices and dancing make striking backgrounds. Also the delightful beach scenes and the many dramatic moments will make this a highly pleasing picture.

"Kick In" is Under Way Started "Kick In," with Betty Compson and Bert Lytell heading a wonderful cast. This big dramatic play is a far cry from the pirates and courtiers of "To Have and To Hold," and will be a proof of the amazing versatility of both players and director.

# Busy Season For L. I. Studio

George Fitzmaurice to Direct Pola Negri-Elsie Ferguson, Thomas Meighan, Jack Holt, Alice Brady and Others to Work There

By Sam Palmer

Our big Long Island City studio, the largest producing plant under one roof in the world, will soon assume its old-time activity according to plans initiated by Mr. Lasky while in New York recently and now being worked out in detail by the Home Office executives of the Production Department.

After being closed for just a year, the studio was re-opened two months ago for the production of Alice Brady's first starring picture, "Missing Millions." Joseph Henabery, who directed the picture, brought his entire producing unit from the Coast and will remain here indefinitely. Mr. Henabery, with Albert Shelby LeVino, who wrote the scenario, are now engaged in super-

vising the editing and titling of the picture.

In a few days Miss Brady will start work in her next picture, "Anna Ascends," from the stage play by Harry Chapman Ford. Victor Fleming, whose last work for us was "The Lane That

Had No Turning," with Agnes Ayres as the star, has been specially engaged to direct this

production.

Quite the most interesting announcement in connection with the studio plan is that George Fitzmaurice will soon come on from the Coast to prepare for the production of a big special in which Pola Negri will be starred. Miss Negri, whose coming to America was recently announced by Mr. Lasky, will arrive here some time before the first of September and by that time a detailed announcement as to the authorship and nature of the story will have been made. It is sufficient for the present to say that the story will be modern in character as well as sensational, and in the hands of Mr. Fitzmaurice, master of the spectacular and bizarre in film drama, who recently completed "To Have and To Hold" at the Lasky studio, it should make film history.

Jack holt, who recently completed "On the High Seas," in which he is featured with Dorothy Dalton, is now enjoying a well-earned vacation after a year of almost continuous work at the West Coast studio, will shortly come to New York for the production of part of his next picture, "Making A Man," a Peter B. Kyne special, which Joseph Henabery will

direct.

As soon as Thomas Meighan completes "The Man Who Saw Tomorrow," which he is now making on the West Coast, he will again assume the rôle of champion transcontinental commuter and will come East for the production of his second George Ade original story, "Back Home and Broke." Alfred E. Green will also

come on from the Coast to direct.

Elsie Ferguson, who recently returned from a visit to Europe, will resume her motion picture work in the early Fall at our Long Island studio. The picture she will make—the first since "Peter Ibbetson" was produced more than a year ago, will be "Outcast." John S. Robertson, who directed Miss Ferguson in her great success, "Footlights," and who is now directing, by courtesy of Mr. Lasky, Mary Pickford in "Tess of the Storm Country," will have charge of this production.

The studio staff, under the management of E. C. King, is now hard at work making preparations for the busy season to come, and its numbers will be augmented from time to time as the necessity arises until the big plant will be working full tilt.

#### Ain't It Glorious

When you've been away from old 485 for about six weeks

And you've missed all the nice hot weather and all the rain

And you haven't heard much about the Paramount Club activities

And you get letters about how great a time the bunch are having at the beach

And once in a while you see in a trade paper that the ball team is there with the goods And you see a few familiar faces such as

Falkman and Jerry Novatski And E. E. Shauer and John Hicks and Bob MacIntyre in "PEP"

And you have a mental picture of some redheaded art man and a rather stout but getting thin poster man and

Then another picture of a long room of accounting folks on the eighth floor

And a buzzine but happy Publicity and Adver-

tising room with a long hall Leading out into another room where a desk whose owner answers to the name of "Law-

rence" is And you think of the long, straight walk past the whole Sales Department to the desk where "Pop" holds down the seat at night

to keep away the burglars.

And then all the "swell orfices" "out front" where there are certain Mr. Zukors, Mr. Ludvighs, Mr. Durants and Mr. Kanes and you suddenly look up the studio walk

And see coming right down toward you direct from that old 485

With a glad hand out and a "hullo" straight from the regions of the heart

A certain Mr. Jesse L. Lasky and another certain Mr. Sydney R. Kent and then a softspoken

Slow-smiling dark-haired little Miss Jeane Cohen and a grinning, also much thinner Mr. Abraham Bernstein—

Gee! Ain't it a Grand and Glorious Feeling! MARION BROOKS.

# Titling By Radio

Radio for Subtitling-Cecil B. De Mille Approves Editing of "Manslaughter," Step by Step,
Through Wireless Communication With Studio

To "Manslaughter," Cecil B. De Mille's recently completed picture, goes the unique distinction of being the first motion picture to be cut and titled by radio.

Following the completion of the actual filming work on this production, Mr. De Mille retired to his mountain ranch. Before the radio's advent, this mountain fastness was beyond the reach of either telegraph or telephone. Mr. De Mille recently installed a complete radio outfit there, the duplicate of a set already in existence at the Lasky

studio.

Cecil B. De Mille productions are invariably cut under the actual supervision of the producer and are titled in the same way. In the past this has required his constant presence at the studio.

Thanks to the radio Mr. De Mille was enabled to enjoy a much-needed vacation and yet keep in constant touch with the work at the studio. Jeanie Macpherson, who prepared the screen adaptation of "Manslaughter' from Alice Duer Miller's novel of the same name, is responsible for the sub-titles. She continued at her desk referring all finished titles to Mr. De Mille for approval by radio.

Similarly, Mr. De Mille was enabled to issue instructions to Ann Bauchens, to whom the monumental task of assembling the picture was intrusted. All doubtful points in both of these important departments of the production were placed before Mr. De Mille with dispatch.

It was only necessary to employ this system during the first week of the cutting and titling work. After that Mr. De Mille returned in person to view the picture after its first cutting and plunge into the task of polishing it into its final form.

#### The Wonder of It All

By Shirk

Do any of us realize the full wonder of this medium with which we are working day and night, day in and day out? The MOTION PICTURE.

Do we realize the potentialities of it? Do we dream even of what it may be a decade hence?

Can we for one moment afford to let the great vision of its ultimate possibilities or those now at hand escape us? We cannot hope to see it all—but insofar as we do see we should everyone strive always for higher attainments.

It is all there—in the Motion Picture is contained all that man can hope to achieve in the line of expression, in the line of high endeavor, in building up, in constructing for the common weal and for the entertainment and enlightenment of countless millions.

It is for us to sense and seize upon every opportunity for advancement—the advancement of Paramount Pictures and all Pictures!

#### Hays Greets Kent



When Will Hays started his tour of inspection of the West Coast studios, his first stop was at the Lasky studio.

The above photo shows Mr. Hays greeting Mr. Kent just outside of stage No. 3, where a huge crowd had gathered to welcome the former.

Mr. Hays is not being introduced to Mr. Kent for the two are well acquainted, having previously had many conferences in New York.



#### A Monocle Now

Theodore Roberts has traded his famous laughprovoking cigar for a monocle and a pair of pirate's boots!

Roberts is now at work on his characterization of "Captain Morgan Pring," a semi-piratical trader of the South Seas, in Thomas Meighan's latest picture, "The Man Who Saw Tomorrow." Instead of the well-known cigar, Roberts is armed with a monocle and through much of the picture he wages a losing battle against a pair of boots a size too small.

# An Exhibitor's Tonic-Paramount Pictures



# The Pepville Gazette



Vol. 7. No. 5

MONDAY, AUGUST 7, 1922

Price: Given Away Free for Nothin'

#### THE PEPVILLE GAZETTE PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

One Thing After Another

Weather:

Rain !-- ! Try and Guess

After Dinner Style

"That girl's dress reminds me of a good speech."
"Howzat?"

"Long enough to cover the subject and short enough to be interesting" interesting.

Inside Out

"Well, how did you enjoy your outing?

Seasick nearly all the time. "Sort of an inside-outing, eh?"

#### Diogenes Please Write

man who had his purse

A man who had his purse stolen in a crowd received this letter one day:
"Sir, I stoal youre munny. Me mind is noring me, so I send sum of it back to you. Wen it nors again I will send sum more." (Pearson's Weekly, London) don.)

#### No Criticism Intended

"Friends," apologized the minister, "I have unintentionally left my notes at home. I will make a few extemporaneous remarks, trusting to the Lord for guidance. But tonight I shall come better prepared."

#### Solo Affair

Drip: "Have you heard the new B. V. D. Orchestra?" Drop: "No, but why B. V. D.?" Drip: "Oh, it's only one piece."

#### Poor Pat

Doctor: "Your husband will be all right now."
Wife: "What do you mean? You told me he couldn't live."
Doctor: "Well, I'm going to cure him. Surely you are glad?"
Wife: "Puts me in a bit of a hole. I've gone and sold all his clothes to pay for his funeral."
(The Leatherneck.)

#### Not Very

You're so dumb you think a baseball fan is run by electricity.

You're so dumb you think the Hudson tube is an automobile

#### Stretched A Bit

Colley: "Why doesn't your car run faster, Peggy?" Peggy O'Neill: "Well, you see the rubber tires."

# Last Minute News

VICTOR FLEMING STARTS "ANNA ASCENDS" WITH ALICE BRADY AT LONG ISLAND

GEORGE FITZMAURICE STARTS "KICK IN" WITH BETTY COMP-SON AND BERT LYTELL AT WEST COAST

"BLOOD AND SAND" BROKE ALL RECORDS AT RIALTO OPENING IN LOS ANGELES

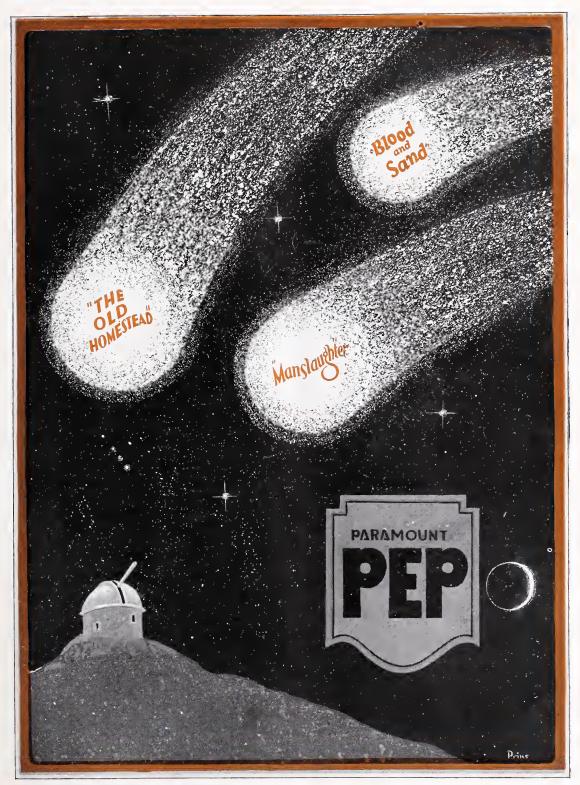
JOHNNY FLIVVER ......











THEY'LL SET THE WORLD ON FIRE

## As The New Salesman Sees It

Roy Young, Salesman from St. Louis, Gives a Remarkable Impression of His Recent Trip Thru the Territory, to PEP

Mr. Young says: Dear PEP:

I have just returned from a three weeks' trip thru Kansas at which time I visited about thirty towns.

My experience from this, my initial trip for Famous Players, has proven conclusively to me the high regard and respect with which this Company and its product are held by the exhibitors.

Very few, I presume, can appreciate my high spirits and enthusiasm unless in the past they have been similarly situated as myself. Before joining the Kansas City Exchange, I was associated with a States Right organization, handling a product which I had confidence in until being given an opportunity to make an impartial comparison

of the service offered by all other distributors collectively as against Paramount service.

I am now fully convinced that the average Paramount picture of the lowest selling classification is superior to most of the products which other distributors advertise and exploit as "Special Attractions." This fact has been substantiated by unsolicited endorsements from exhibitors and consequently I can now realize and appreciate that it is the product and policy of Famous Players that has placed Paramount in a class by itself and that the organization is justly entitled to a classification indicated by its name.

It has been my experience in the past that a salesman representing the average distributor is obliged to apologize for taking up the exhibitor's time when interviewing him, but I find that with his company, the exhibitor greets your representative with respect and invariably when making an appointment by phone, he is accorded an interview to meet his convenience. I am honest in my belief that I am doing my exhibitor a service, if I am successful in selling him Paramount pictures and with this fact in mind, I can put forth every effort to sell him, feeling that if I can get him on the books that he can be made a permanent account.

At the beginning of my training, Mr. LiBeau loaned me his personal file containing the 1920-21-22 issues of Paramount PEP and after using them as my textbook, I can truthfully say that they were the greatest single help in getting me started right. In my opinion, "PEP" is responsible to a great degree for the enthusiasm and confidence which everyone connected with our organization so generously radiates.

I also feel a great deal of credit is due Mr. Curran, former representative in this zone, as he is highly respected and by square dealing has won the confidence and good will of every exhibitor that I have called on so far. It is encouraging to follow a man with such a record.

I sincerely hope that the results from my zone will reflect in a measure my appreciation for the opportunity which I have been given.

ROY YOUNG.

#### New Exchange Manager

G. A. Durlam, formerly of our Minneapolis office, has been appointed Branch Manager of our Milwaukee Exchange, succeeding A. E. Bernstein. Congratulations are in order.

#### Weeks Gets Assurance

The boys in George Weeks' division are sure pepped up to the big drive.

Many wonderful letters have been received by Mr. Weeks from his "gang," typifying a marvelous spirit in getting the business not only for the FIVE weeks' business, but for the weeks before.

"Watch us at the finish," said Mr. Weeks, "and you will realize that Division Two has been plugging at a great rate."

#### Please Notice

Will the exchange who forwarded 102 transfer form for the Strand Theatre with Mr. Zorn, exhibitor to the K & F Amusement Corporation, communicate with the Home Office as to what city same covers.

#### In Memoriam

We are reminded of the fact that one year ago last Saturday, smilin' Joe Gilday passed away in Chicago.

Joe still lives with every one of us in the organization and will continue so, for who could forget smilin' Joe?

## The Old Story



# HOW THEY STAND

(Week Ending August 5th)

Exchange No.	Exchange Name	Week of Sept 2nd	Paramount Week	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
1	Boston	8	2	4	8	4	3
2	New Haven	13	14	17	19	21	18
31	Maine	7	13	5	7	9	7
3	New York	15	26	23	26	26	25
4	Buffalo	2	4	2	4	1	2
5	Albany	11	9	11	9	6	8
6	Philadelphia	6	10	13	14	16	11
7	Washington	20	16	7	15	12	15
11	Detroit	14	17	14	5	15	13
8	Pittsburgh	22	21	16	16	13	19
10	Cleveland	.25	18	24	21	17	22
12	Chicago	26	24	26	25	25	26
15	Milwaukee	10	23	20	20	19	20
16	Kansas City	18	11	12	17	18	16
17	St. Louis	24	20	25	23	24	24
20	Salt Lake City	9	15	15	10	- 11	12
21	Denver	3	6	3	18	5	6
22	San Francisco	1	5	1	1	3	1
23	Los Angeles	5	19	6	6	14	9
24	Seattle	23	25	22	24	23	23
25	Portland	12	1	19	22	10	14
9	Cincinnati	21	12	9	11	7	10
14	Indianapolis	16	22	21	13	22	21
13	Minneapolis	4	3	8	3	8	5
18	Des Moines	19	7	10	2	2	4
19	Omaha	17	8	18	12	20	17

"The figures in the above column denote the position of your Exchange on the week under which it is listed."



"BUT ABOVE ALL THINGS. TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION

Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

**AUGUST 14, 1922** 

No. 6

#### Another Powerful Asset

Everyday we accumulate new thoughts on the assets for a salesman no matter what line of business he is following.

Everyday perhaps many of us develop these thoughts and apply them to ourselves so that when you read a real successful saleman's itinerary, it contains a powerful asset.

But there is another asset that comes into our minds besides the ordinary sticktoitiveness. There is that power to create business.

We are inclined to believe that the real salesman today is born as such, but we are often taken to task for this statement for the reason that many have developed into excellent sales-

Now, this does not ordinarily mean that he was not born a salesman because he must have been or he could not adapt himself-it would not be in him to do it. He has merely found what he was born with-salesmanship.

Naturally, personality is a gift of the Gods and it cannot be cultivated. Some of us think that personality has been cultivated, but this is a mistake. It is only artificial in that case. But there is that something you can find in yourself that you probably have not found to date.

One of the biggest assets in business today and required of the salesman is to create new accounts and hold them.

This asset takes hands with other requisites, such as personality, perseverance, knowing your product and assisting your client in the display of his wares. We may possess seven-eighths of the parts of good salesmanship, but the absence of one part will often make a poor salesman out of a possible good one.

Increase your list of sales assets as you go along. Don't say you are not born with them until you find out for yourself; there never was anything more desired in our line of business

than this asset of which we speak-

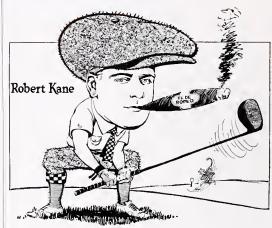
Create business.

#### New Washington Exchange

There are a happy bunch in Washington today for they are now occupying their new quarters at 1101 N. Capitol Street.

The Washington bunch are all sure they have one of the best looking exchanges in the country, and from all reports this is so.

#### Men We Know



When our friend Bob Kane vells "fore" on the links, hold your hat, dive for the nearest hole or put up your umbrella because he shoves a wicked driver. In fact, he soaks it so hard sometimes that the stick shakes the ashes off his cigar—and believe us, it's some cigar.

Not only is he a good sportsman in the sporting line but in every other as well for he is marked with a wonderful personality and is always there with a willing and helping hand, not only in business relations but for the Paramount Club as well.

#### This Letter Talks

Exhibitor Writes of Services Rendered by One of Our Portland Salesmen When He Was in a Pinch

Famous Plavers-Lasky Corp., Portland, Ore.

Gentlemen:

Another instance of PARAMOUNT SERV-ICE was demonstrated to me this week when I had my Simplex machine freeze up on me. I was getting ready to send same to Portland when your genial salesman, Mr. Neal East, arrived in the office and proceeded to roll up his sleeves and tore into the machine and had it running fine for the evening performance.

I had Betty Compson on in the "Law and the Woman," and it would have been a crime to have had to run this feature with only one machine.

I have found that Mr. Neal East has been a handy Paramount man to have around as he has been lots of help in many cases.

If all the companies has as good a film and salesman service we would have it easy. This above service saved me a lot of time, expense and worry.

Yours truly, (Signed) ED. I. HUDSON, GLOBE THEATRE CO, INC, Albany, Oregon

# You Have To "Push" On A Door To Open It

## A Section of Our Milwaukee Staff



In the photo on the left is Miss Ida (Bobbie) Saybel, one of the stenos at the Milwaukee Exchange. She is an all-around athlete, especially when it comes to "Bike" riding and swimming.

In the second photo, reading from left to right are Bob Gary, Exploiteer, Frank Fountain, Home Office representative and Milton M. Hirsch, city salesman. The latter two's smiling is accounted for by the fact that the exploiteer was stuck for lunch.

Now in the third photo we come to a quartette of lassies belonging to the Accounting Department. From left to right they are: Misses Marcella Claffey, V. O. Scheibe, Florence Block, E. C.

Duffy.

Last but not least, is Miss A. Niedzweiski, Assistant Contract Clerk, in the photo on the ex-

Last but not least, is Miss A. Niedzweiski, Assistant Contract Clerk, in the photo on the ex treme right.

## Hunter Warns the Police

Harry Hunter, our Des Moines Branch Manager, recently sent a letter to the chief of police in every town in his territory warning them against theatre robberies and asking their cooperation in effecting a closer watch on the motion picture theatres, especially during the forthcoming PARAMOUNT WEEK, when receipts would be very high.

To date he has received more than twenty replies from the various police chiefs telling him they are with him.

One letter stated that the Mayor of the town was also the operator at the local theatre and that there wasn't a Chinaman's chance of it being robbed.

Aside from getting cooperation for the exhibitor in this respect, Mr. Hunter has effected wide publicity on Paramount Week for, naturally, the newspapers are in close touch with the police departments for late news.

This is a great idea, Harry, and we hope others will follow your stunt.

#### Notice!

Will the exchange who farworded 102 transfer form, transferring the Cleveland Theatre with the Montauk & Elite Theatre Corporation, as exhibitors, to Abraham Santag, communicate with the Home Office as to what exchange and city this theatre is covered?

#### Telegram, Mister!

July 21st, 1922

George W Weeks Famous Players-Lasky Corp 485 Fifth Avenue New York N Y

Dominion here as you know first run theatre opened Monday Weeks run on Sheik twelfth run in city hundreds being turned away every right theatre shattering all attendance records for last couple of years established by such pictures as Miracle Man Behold My Wife Humoresque first run — weather hottest season addition daylight saving Muir trying to make arrangements hold over additional week has also rebooked for his entire circuit

WM HANSHER Vancouver Exchange

#### This Means Something

(TELEGRAM)

Los Angeles Calif

Adolph Zukor New York N Y

Blood and Sand broke all records for attendance at Rialto yesterday. Line of people one block long in front of theatre from eleven in the morning until ten at night. Nothing like it ever seen here. Picture scored great success, looks like very big winter. Valentino's performance greatest of his career

Signed: JESSE L. LASKY



## IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

## Sales I Have Made

"I have just sold the Rialto Theatre, New York, 10,000 Fanfotos on Wallace Reid, and 10,000 on Bebe Daniels.'

M. GLUCK. New York Accessories Mgr.

First the Rialto and Rivoli began by using our heralds. Now they are using our fanfotos. Tackle your first run houses and sell them the same ideas.

"We sold 10,000 Fanfotos to the High School Auditorium, Salem, Ohio, a town of 10,305 population."

ANDY JACKANIC, Cleveland Accessories Mgr.

Andy is shy to put the announcement but he certainly deserves credit for this sale.

"10,000 Heralds and 25 24-sheets on NICE PEOPLE and 10,000 Heralds and 25 24-sheets on GILDED CAGE to the Newark Theatre,

Newark, N. J. "5,000 Heralds GOOD PROVIDER to the Montauk Theatre, Brooklyn.

"1,000 4-page inserts LOVES OF PHARAOH

to Playhouse, Mt. Vernon, N. Y.
"To date we have sold only 3,000 fanfotos, but within the next two weeks you can expect to see the New York Exchange lead the exchanges, with the exception of the Foreign Department, as we expect to close one or two big deals shortly."

> M. GLUCK, New York Accessories Mgr.

作言語で到

The signing of a Paramount contract soothes the nervous system and never fails in acute cases of theatre prostration.

#### Recent Visitors

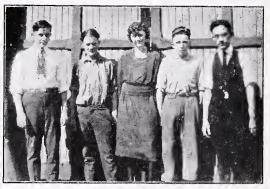


While on vacation, Mr. and Mrs. Freeman paid a visit to the Home Office, immediately upon their arrival from Atlanta, Georgia.

Mr. Freeman is our versatile and lively accessories manager at the Atlanta Exchange.

It was the Freemans' initial visit to the big city.

## A New Orleans Crew



Down in the Mardi Gras city we possess a lively poster department. They are like one family and their working together has made their department a success.

In the photo left to right they are: Frank Francois, Philip Keller, Grace St. Amand, Mack Dickerson and Henry Thibodaux.

## **About Roto Sections**

"On several of the first forty-one, Exchanges will be furnished with Rotogravure Sections on which the price to exhibitors will be \$10.00 per thousand.

"You have already received your standing order shipments of Roto Sections on 'LOVES OF PHAROAH,' 'HER GILDED CAGE' and 'BLOOD AND SAND'. 'MANSLAUGHTER' will be forthcoming very shortly.

"I wish to point out that Roto Sections are in the experimental stage. They are very costly items both as to purchase price and carrying charges. We have adopted them on some of our first 41 because many of the boys in the field have suggested them. We have bought in large quantities in order to enable us to reduce the price to the exhibitor.

"Ten dollars per thousand. This is the same as one cent a piece. There is no restriction placed on the amounts you can sell. When you get down to your smaller accounts, sell them on the basis of one cent a piece.

"Don't forget we have a large stock to move so it's up to you boys to make the best of the situation and to see that maximum quantities are sold everywhere. This will give us the satisfaction of knowing that they have been put into circulation and have done their share in advertising Paramount Pictures."

MEL A. SHAUER.

#### Jerry



This fellow, whose name is Novatski,

Knows all about cutski and matski,

And heralds and photos

And lithos and rotos.

And all our Access'ries like thatski.

## "Hynes Builds Herald Catalogue"

Dan Hynes, our ever industrious Storehouse Manager, has made up an alphabetical catalogue of the heralds which are on hand at the Storehouse.

Dan's one idea in doing this was to make it easy for the boys in Exchanges to sell heralds and keep them moving on old productions as well as new.

As soon as he is finished binding his little book, each one of you Accessories Managers will receive a copy and we hope that you put it to good use.

Please note that all heralds which you are authorized to sell at \$1.00 per thousand will be so marked on the index which will appear on the inside of the front cover.

Mr. Hynes deserves great credit for his willing and helpful cooperation.

#### Lawrence—The Faithful



"Lawrence, my type-writer's out of order." "Lawrence, my light's burned out." "Lawrence, do you think I could get a mirror?" "Lawrence, swipe me a mahogany chair for this oak one." "Lawrence, won't you send a boy to sweep up these peanut shells? "Lawrence, won't vou haveon and on.

Lawrence Baily

Traditionally, this popular Lawrence ought to have a mouth like an inverted half-moon. About two days of persistent requests from a selfish mankind should have so soured him that even "Is Matrimony a Failure?" couldn't make him laugh.

But Lawrence has a new way of coping with this deluge of "gimme's." He smiles and promises everything. "Sure, you'll get your typewriter," "I'll have the new chair in before eleven o'clock," and so on, and so on.

And unlike most people who make a lot of promises, Lawrence keeps them. For where is there a person around the Home Office who can say that Lawrence never "came through."

Lawrence Baily is head porter in charge of maintenance, to give him his full title. But the job has grown until it encompasses everything from getting the Home Office clean to shipping films. No matter what anybody wants done, they leave it to Lawrence. If anything goes wrong, and there isn't the slightest chance that Lawrence will be able to do anything about it, they tell him about it anyway.

Lawrence is a native of Jamaica, British West Indies, and was a loyal subject of King George until 1914. He came to America to learn dentistry and got a pretty good idea how to jerk a molar when his funds gave out. He worked with a contracting company for about a year and then came to Famous Players. Here his executive ability has been rewarded with manifold responsibilities.

#### Read This!

Editor Paramount PEP:

Just a line from one of the new Paramounteers. A line I have impressed myself with, in being proud to sell the "Best Pictures on Earth." Initiative

The world reserves its big prizes for but one thing and that is Initiative.

Initiative is doing the right thing without being told. Next to doing the right thing without being told is to do it when you are told once.

Moral: I have been told to sell Paramount, and I will.

Cordially,

C. A. TAYLOR, Salesman Washington Exchange

## Baggot Convinces 'Em

Salesman Baggot of our St. Louis office just recently convinced an exhibitor that he should lay aside an entire week for the exclusive use of Paramount Pictures.

This exhibitor had heretofore stated that he could not be moved from his policy of using several brands of pictures in the same week. BUT when Baggot got through, this man for the first time in fifteen years signed up.

This is what we call "Sticking to 'em," and if we get more of these Baggot sales it will mean considerable to the organization.

Great work, Friend Baggot.

#### New Haven's Radio

#### H. Germaine-Correspondent

bzzz——grrrr——New Haven Exchange broadcasting———Mr. Russell Boyd Moon has arrived to take up the duties of Exploiteer, left vacant by the transfer of Freddie Walters to the Indianapolis Office. Cigars and handshakings are in order. (Mostly the latter.)

Our Form No. 40 Clerk, Molly Smith, is touring the state on her two weeks' furlough and writes us that she finds the going WET.

Our salesmen, Messrs. Tobias and Tabanus, felt sure that "If You Believe It It's So" and with that thought in mind they started driving on the New Forty-One. From the way the contracts are coming in as a result of their efforts, we all know that it is one more case of proof of what this slogan means.

The Booking Department has made a good start on bookings for Paramount Week and feels confident of turning in the greatest number of 100% bookings in history. Boston office please note and be prepared as our invited guests to attend banquet celebrating OUR winning of the FIRST prize.

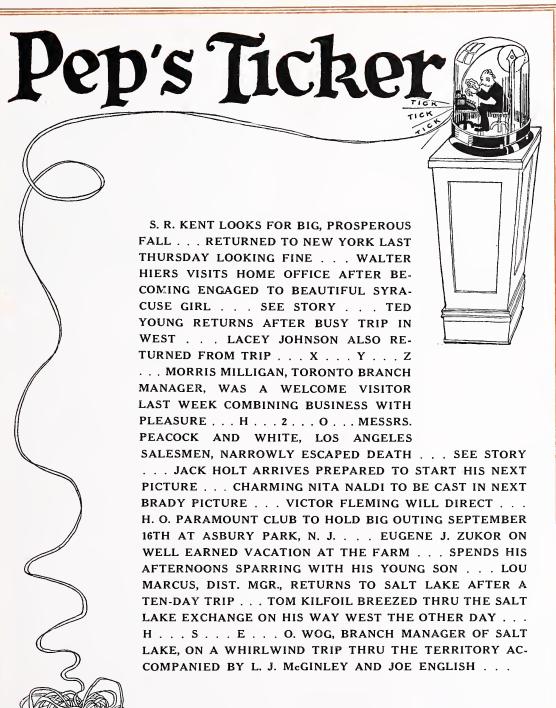
The Misses Elsie Hemmer and Flo Tiernan, both of the Home Office, dropped in on us last They are spending their vacation at week. Indian Neck, not so far from our fair city.

## A Southern Baby



Charlotte Wilbanks

The South seems to agree with the young element and we need no further convincing other than to see the proud six months old daughter of our Atlanta booker, R. B. Wilbanks. The young lady's name is Charlotte and she hails from Atlanta.



# Money Lost Can Be Replaced, But—

#### Cincinnati Sidelights

By Samuel Cohen

Art Holah, Salesman of Zone 1, has discovered the meanest man in the world. Every night this mean guy, who is the father of a large family, asks his children, "Who will go to bed without any supper for a shiny, new penny?" All answer, "I will." The next morning he again questions "I will." The next morning he again questions them, "Who will give a penny for a plate of pancakes?" Naturally the reply is "I will." As Art says, he gets them coming and going.

Herb. Elder was enthusiastic about "Nice People," but he objected strenuously to one of the subtitles which read, "Elder(s) should be seen and not heard.

Every time the church bells across the street from the exchange begin to ding-dong, Bob Laws, booking manager, wants to know why. The other day Frances Brown, booker, quieted him by remarking dryly, "Because a man in church is pulling a rope.

A most laudable example of conscientiousness was displayed by the feminine contingent in our exchange. Lew Cody, motion picture star, famous for his rôles as a "he-vamp," visited the exchange the other day. All the girls kept right on work-

#### MR. PEP SAYS:

Some women are so happily married that they have to go to the theatre for a good cry.

## "Babe" and Our Little Helen



"Babe" and Helen

the proof nevertheless is right here before your eyes. When Babe Ruth made his third home run at the beginning of the season at the Polo

We didn't know our little "Helen" Donellan

of our Home Office

mailing department was such a baseball fan, but

Grounds, Helen went out and congratulated him and he posed with her for PEP's camera-

#### The New Pilot



Carl Ponedel, the wide-awake sales representative at the Los Angeles office, keeps the insignia of Jecter on the front of his Lincoln Junior.

Carl says it is a constant reminder to keep hustling and that is why he can always make an extra town or two every day. He even thinks it puts more pep in the motor of his car.

#### Baseball News

Chalk up another one for Paramount! The home team went up to the Catholic Protectory recently and cleaned up Pathe to the tune of 11 to 6.

The game was much more one-sided than the score indicates. In the seventh inning, with the score 11 to 3 in Paramount's favor Whelan, who was doing the hurling for us, eased up a bit and allowed three more runs. The batteries: Whelan and Cassidy for us and Walker and Higgins for Pathe.

The outstanding features of the game were two very fast double plays which were both started by Keator from center field, and the sterling (?) umpiring by Eddie Brown, our esteemed and very popular cashier.

By virtue of their victory over Pathe, and the defeat of First National by Vitagraph, the home team now has an undisputed hold on first place, leading First National by a game and a half.

## Turning the Trick

G. W. Jastram, booker at our Omaha Exchange, booked a theatre in that territory four weeks in advance. This theatre in its eight years of business has never booked more than one week in advance and this sure is turning the trick to change the policy.

#### Title Changed

Effective July 25th, the title "Mysteries of India" has been changed to "Above All Law."

# Time Lost Is Gone Forever

#### A Fish Story



The photo shows Miss Avis Jackson, Chief Inspector of our Seattle Exchange, with a few of her catch, while fishing on her vacation recently.

This is a fish story we will have to believe for the fisherwoman is here and so are the

Avis Jackson

## Salt Lake Quibs

**By K. O. Renaud**Miss Dora Kiser, private secretary to Mr. Marcus, accompanied by Miss Emma Rohn of the Contract Department, enjoyed a most pleasant and interesting trip through Yellowstone National Park during the past two weeks.

Alf's back. Yep, you'd never thunk it if you'd a seen him when he started. Alf is none other than our happy-go-lucky Stock Clerk. Alf started out a couple of weeks ago to make Yellowstone in his flivver and everyone thought that Alf's flivver would flivver before he'd gotten very far, but Alf showed up fat and smiling on Monday morning and we're all happy to see him back home and broke, safely. Alf says you never can tell how them darn "Henrys" is going to act up.

Evanston, Wyoming, had a big surprise last week. Little May Longfellow, our Maintenance Clerk, blew back to the old home town for a two weeks' vacation.

Miss Velma Davis, titian-haired inspector in our Shipping Department, went out over the circuit on her annual tour of recreation. During the past week Velma has post-carded her friends in Salt Lake from Taylorsville, Bingham and Saltair.

Suffering from a nervous breakdown, Miss Grace Clark, secretary to Mr. Frank Murphy in the Booking Department, left us just about a month ago. For a time it looked as though Grace was going to be a sick little girl for a long period, but, thanks to able medical treatment, she is now once more numbered among our members present.

Welcome, Mr. Pat E. Ellerbeck, formerly of the Pantages local vaudeville house, who is now ensconced as the successor to Mr. Mozart E. Burles, former Manager of Accessories. Pat made an instantaneously favorable impression and everyone particularly likes his sport shoes. Go to it, Pat, the stamp of approval has fallen hard.

#### Torontoots

#### By Bam

Morris Milligan (our waggish Branch Manager) has deserted us for a few days' visit to the Home Office and hence to the paternal fireside in Bradford, Pa., where the Milligan family publishes the town's newspaper. We surely expect to have Morris bring back an issue, page 1 of which will be devoted to his visit and Paramount Pictures.

Glen Haddow, formerly Toronto Branch Manager, and now Office Manager for the Cincinnati and Indianapolis Exchanges, breezed in for a short visit during his vacation.

Eddie (Dapper Dan) Zorn when asked what he thought about the latest developments in the League of Nations said he was too darned busy lining up Paramount Week bookings to pay any attention to baseball activities.

Our Window Display stops nearly every passer-by. On two sides of a three-way board are hand-painted portraits of Paramount stars. In the center are 11 x 14 photos, insert cards, first run showing. At each end are columns topped with lights and across the top center, "Paramount Pictures" and the trade-mark are beautifully displayed. The set was made of compo-board by a local advertising display

Laura Powell is living on "The Island" for the summer and is paying particular attention to shipwreck scenes when shown in Paramount Pictures.

#### Insurance Companies Save Money

C. N. Peacock and I. G. White of our Los Angeles Office, Narrowly Escape Death

Police Department Scour City for Speed Demons

Special to PEP from John Goring Although C. N. Peacock and I. G. White were eager to get back to the office of a renowned film corporation on Olive Street last night, where it is understood they are strenuously working day and night to win first honors in a well-known national motion picture distribution event, they were nevertheless driving at a moderate rate of speed west on 10th Street when they were struck by a car traveling at no less than thirty-five miles an hour, going north on Hope Street.

The impact was terrific. The car driven by Peacock and White made a complete circle and was entirely demolished. Both occupants are reported to carry large life insurance policies. After being picked up, Peacock was overheard to say, "Please God, let us both live long enough to win Paramount Week."



# Day of Rapid Production of Motion Picture Has Passed, Says Cecil B. DeMille.

Nine years ago Cecil B. DeMille produced twelve pictures a year. Today he is averaging two each twelve months.

Therein is told the story of the change in motion picture production methods and the tremendous progress made in this new art in less than a decade.

"In the early days the number of pictures was the thing," Mr. DeMille said in discussing this transition. "We made pictures in the best way we knew but we made them fast, not infrequently sacrificing quality to quantity.

"Today one good picture a year is infinitely better than a half dozen pictures of inferior quality. Nothing good was ever made in a hurry. That's why we take so long today to produce a single

picture.

"The standard of motion picture excellence has changed considerably in a decade. Pictures have changed with them. I once made two pictures in fourteen days, working day time on one story and at night on the second one. The pictures produced this way were 'The Cheat' and 'The Golden Chance'—both successful pictures.

"But pictures that will come up to the present standard cannot be produced that way. They require too much time, thought and labor.

"'Manslaughter,' the picture I just completed, was really started eight months ago, when I purchased the screen rights to Alice Duer Miller's story. At that time I made one or two tentative selections for the cast—notably the choice of Leatrice Joy for the chief feminine rôle—and started the wheels turning on this picture.

"Jeanie Macpherson was chosen to adapt this story for the screen. In order that she might understand the psychology of a girl who goes to prison for the first time, Miss Macpherson underwent actual arrest, trial and imprisonment in a mid-western prison. Later she visited the women's penitentiary at Auburn, N. Y., the scene of much of the dramatic action. She also held long conferences with Mrs. Miller, who was then considering dramatizing the story which we subsequently screened.

"Long before we were ready to film an actual scene, I dispatched Cullen Tate, my assistant, to New York to gather court and prison data. With the mass of material which he brought back, my art director Paul Iribe, constructed the sets in exact duplicate of the originals. Even the details of the court room action followed the court procedure of the original courts, including Thomas Meighan's procedure as district attorney.

"All of these things took time. Weeks and even months were spent in designing and making the feminine clothes which were worn in

(Continued on page 15, second column)

## Alan Dwan Engaged to Direct "The Spanish Cavalier"

At the same time he was receiving the most enthusiastic reports of the success of Rodolph Valentino's latest picture, "Blood and Sand," both in its engagements in New York and Los Angeles, Jesse L. Lasky this week signed Alan Dwan to direct Valentino's next production, "The Spanish Cavalier." Mr. Dwan, who has just finished Douglas Fairbanks' biggest production, "Robin Hood," will begin work on "The Spanish Cavalier," in three weeks.

"We are determined to surpass the success of 'Blood and Sand' if that is possible," said Mr. of Blood and Sand it that is possible, said Mr. Lasky. "June Mathis, who wrote the scenario for Blood and Sand' and 'The Four Horsemen of the Apocalypse,' is finishing the script of The Spanish Cavalier,' which is an adaptation of the famous book and play, 'Don Casar de Bezan.' Nita Naldi, who scored a triumph in the rôle of Dona Sol in 'Blood and Sand' and who is now a permanent member of our Stock who is now a permanent member of our Stock Company, will have the leading feminine rôle in 'The Spanish Cavalier.'"

#### Some Cast

"Singed Wings" boasts of a wonderful cast at the west coast studio which includes Bebe Daniels, Conrad Nagel, Adolphe Menjou, Robert Erower and Ernest Torrance

# Difficult Transportation Problems in "Ebb Tide"

Hundreds of people transported bag and baggage to a Pacific island; a recreation of the waterfront and business streets of picturesque Papeete, Tahiti; a building up of a typical pearl-fisher's rendezvous in the South Seas—such were the transportation and construction problems which confronted George Melford when he commenced the filming of "Ebb Tide."

Just to indicate some of the items in this task, 12,000 palm leaves, 500 Tahitan love flowers (brought by special delivery from Tahiti), 1,200 genuine cocoanuts, \$6,000 worth of real pearls, 20 outrigger canoes, and such articles of sustenance as half a ton of meat, 900 eggs, 3,400 cups of coffee each and every week.

The \$6,000 worth of real pearls, unpolished and unset, appear in the scenes with real pearl divers, and the group was led by J. P. Spencer, who dived for pearls for years in the Hawaiian islands. Real pearls were necessary as artificial pearls would not "stand up" under the scrutiny of a close-up.

"Ebb Tide" was adapted for the screen by Waldemar Young and Lorna Moon. Because it is a great literary classic each individual Stevenson-Osbourne character was deemed of sufficient importance to be played by a Thespian of highest rank. Hence Paramount are presenting what they acclaim as a cast of unusual note, all of whom are featured in the billing. The feminine rôles are taken by Lila Lee and Jacqueline Logan while the famous parts of "Herick," "Huish," "Captain Davis" and "Attwater" are taken by James Kirkwood, Raymond Hatton, George Fawcett and Noah Beery.

#### 海田 世世世

#### Startling Photographic Feat Accomplished in "The Siren Call"

In "The Siren Call," Dorothy Dalton's latest picture, Irvin Willat achieved the startling and amazing photographic feat of having Winter turn to Spring before the very eyes of the audience. Ordinarily when the scenario calls for a change of seasons the director takes a Winter "shot" and then there is a dissolve to a scene of Spring. Willat discarded the customary method, however, in filming such a transition for "The Siren Call" and without the dissolve Winter is shown turning to Spring.

The feat was accomplished by setting up the cameras and shooting just as the snow began to melt. The cameras were left in the exact spot for days while the sun removed all traces of the snow. Then the remainder of the scene was photographed showing Spring. There is absolutely no jump as you see the snow dissolve off the branches and the ground—literally Winter turns to Spring.

This is said to be the first time that such a photographic sensation has been accomplished and the effect is most unique and startling.

#### Lewis Stone Signed as Member of Stock Company

Jesse L. Lasky this week announced that he had signed Lewis Stone, well-known leading man, as a permanent member of our Stock Company, under a long-term contract. Mr. Stone will play leads in big special productions for us and his first rôle will be that of the leading man in William deMille's next production, "Notoriety."

Mr. Stone in this picture will play opposite

Mr. Stone in this picture will play opposite Bebe Daniels, who is said to have the biggest rôle of her career in this original story by

Clara Beranger.

#### PEP AN

#### Exceptional Scenes for Swanson's Next

Bathing suits by the hundreds, gaming tables, children's toys, golf sticks, automobile coats, menus and passenger lists of the ocean liner "Olympic," tents, candy and beach novelties known only to France—it's a bizarre list of props required for "The Impossible Mrs. Bellew," the new Gloria Swanson picture which is now in production under

the direction of Sam Wood.

The usual variety of properties required is said to be indicative of the kaleidoscopic manner in which the play shifts back and forth between Europe and America with dramatic "shots" aboard an ocean liner in mid-channel and a colorful reproduction of the beach at Deauville, France, the most famous watering resort in the world—and the home of the one-piece bathing suits, hundreds of which were filled for these scenes by filmdom's prettiest girls. The scenes on the beach at Deauville and in the Deauville casino are said to be possessed of exceptional color.

And novelty also. For once "roulette" fades out of the picture as the usual game of French gambling scenes. It's place is taken by "La Boule," a game distinctive of Deauville. It is played on a large round centerpiece marked similar to roulette. A large white rubber ball replaces the little ivory pellet, however, and the ball is thrown by the players themselves. Payment is made according to the depression in which the ball nestles. Because the table is so much larger it is said to be vastly more spectacular than roulette.

The colorful features of "The Impossible Mrs.

The colorful features of "The Impossible Mrs. Bellew" have not been allowed, it is said, to interfere with the real drama of this story by David Lisle, prepared for the screen by Percy Heath. Miss Swanson enacts an ultra-modern tale of blasted reputation, divorce, mother-love and romance against an exotic setting that is said to add much of interest while not detracting from

the virility of the tale.

The star is supported in the tale by an excellent list of well-known players. Conrad Nagel plays the male lead with Robert Cain doing one of the polished "heavies" for which he has gained a high reputation. Other rôles are taken by Frank Elliott, Richard Wayne, June Elvidge, Herbert Standing, Mickey Moore, Pat Moore, Helen Dunbar, Arthur Hull and Clarence Burton, and others of our Paramount Stock Company.

#### Walter Plucks "Peaches"

#### Our All-Around Good Pal, Walter Hiers, Becomes Engaged

Before Walter Hiers landed in the home office from Syracuse last week, the newspapers announced in big splashes that he had become engaged to Miss Adah McWilliams of 804 James

Street, Syracuse, N. Y.

As soon as Walter finished "The Ghost Breaker," in which he is playing with Wallace Reid, he grabbed a flyer for Syracuse, put the ring on Peaches' hand, bid a hasty good-bye-stopped in at the home office—saw his old pal Mel Shauer, who in turn made him acquainted with all the boys and at the time we are writing this story he is on a train bound for the west coast.

"Walter," as he prefers to be known to the boys, perhaps took the record for creating such a favorable impression among the people here at the home office in such a short time.

Possessed of a genial personality and a wonderful smile, Walter had no trouble in becoming fast friends with everyone with whom he shook hands. However, his smile was considerably broader on this particular visit, for who would not smile in winning the race for the hand of charming Miss McWilliams, whom he will marry in December?

In any event, here's heartiest congratulations to the future Mr. and Mrs. Walter Hiers from every member of the organization. Their life we know will be a happy one for both are possessed with that invaluable personality that car-

ries happiness along with it.

#### Ye Paramountown Gossip

It may be that they cooperate in every studio And help each other out

But anyway they do in the Lasky Studio

Because I was just out on the lot

And Sam Wood is getting a set fixed up Which looks like as if they are going to have a garden party somewhere around for "The Impossible Mrs. Bellew'

And they have Japanese lanterns hanging up

And a red brick wall fixed up with vines And it seems that Mr. Wm. C. deMille's assistant, who answers to the name of Hudson

Came around and he said that the set was no

And they asked him why

And he answered that it was just all wrong And then someone hollered to put him out

And someone else seconded the motion and suggested

That Mr. Hudson go back to New York and help

his father run the old river And he went, but after he had gone they fixed the set exactly the way he had said it would look right

And I think their little joking goes to show what a great feeling there is around the Studio

And that little spirit of cooperation

Seems to me is just the thing that makes our pictures "Paramount."

I thank you.

M. BROOKS

#### Jack Holt at L. I. Studio

Jack Holt arrived in New York to begin work on the Manhattan scenes of his new picture, "Making a Man." Joseph Henabery is the director. It is expected that the photographing of the Eastern scenes will take about three weeks after which Holt and the rest of the unit will

return West to complete the picture.
"Making a Man" is a story by Peter B. Kyne and was adapted by Albert Shelby LeVino. It is the story of a man who accumulates wealth and then goes to New York where he loses everything by which he could be identified. Unable to establish his rights to his own fortune, he has a difficult time in working himself out of a situation.

#### "Blood and Sand" Smashes All Records at Rivoli Theatre on Hottest Day of Summer in a Cloudburst

Amid thunder, lightning, rain and hail, on one of the hottest days since 1883, the record of the Rivoli Theatre, New York, was smashed Monday by Rodolph Valentino's picture, "Blood and Sand."

Opening Sunday to immense crowds, "Blood and Sand" was hailed by the critics in Monday morning's newspapers as one of the greatest mo-tion pictures ever made. To see "Blood and Sand" thousands stood in front of the Rivoli all day long waiting to buy tickets. Even through a terrific thunder storm in which sheets of hail swept the city, the line held on Broadway, and at the end of the evening's performances the boxoffice reported that there has been 8,587 tickets sold. The biggest previous Monday at the Rivoli was two years ago, when New York's favorite actor, John Barrymore, drew an attendance of 7,977 to see "Dr. Jekyll and Mr. Hyde."

#### "Thirty Days," Farce, to be Next Wallace Reid Picture

"Thirty Days," a purely farcical story, full of the type of comedy for which Wallace Reid is noted, will be Reid's next vehicle and following the completion of William de Mille's "Clarence, in which Reid has the title rôle, will be started some time this month under the direction of James Cruze, who recently completed "The Old Homestead." "Thirty Days" was written by A. E. Thomas and Clayton Hamilton. The former collaborated in writing "The World's Champion," in which Mr. Reid was previously starred. One of the most amusing pictures ever produced under our banner was "The Lottery Man," also directed by James Cruze with Reid as star.

MR. PEP SAYS:

Shake your grouch, do your work and be cheerful. The chronic kicker generally has a kick coming his way.

## Betty Compson and Bert Lytell Head Remarkable Cast For "Kick In"

Headed by Betty Compson and Bert Lytell, the cast chosen for George Fitzmaurice's production, "Kick In," which has just been put into production at our West Coast studio, fairly outsteps the bounds of the ordinary all-star group. In support of the two featured players will be Gareth Hughes and May McAvoy, the sensations of Barrie's "Sentimental Tommy," Kathleen Clifford, Robert Agnew, Walter Long, John Miltern, and Mayme Kelso.

Mr. Lyteil has been cast in the famous "Kick In" rôle of "Chick Hughes," the released convict who trys to "go straight." The Lytellian fitness for this part can be judged from the fact that

perhaps the greatest box-office success the player ever made as an individual star was "Alias Jimmy Valentine," also a "crook" play.

Betty Compson will carry to the rôle of "Molly Brandon" the heritage of her successes in such

equally dramatic parts as the stellar rôles in "The Law and the Woman," "At the End of the World," "The Little Minister," and "To Have and To Hold."

The sympathetic parts of "Myrtle" and "Betty" are said to have been made so poignantly appealing in Ouida Bergere's adaptation of "Kick In," as to allow no other choices for them but Gareth Hughes and May McAvoy who are credited with having made the American public laugh and cry at will during the screening of their great dual triumph, "Sentimental Tommy."

For the part of a peppy, slangy "jazz" dancer of the Tenderloin. Kathleen Clifford was chosen, a choice brought about by her successes with the New York Winter Garden show, with Gaby Delys

and other musical and vaudeville attractions which lay the emphasis on "pep."

The hard, stern District Attorney of the stage version of "Kick In" is being played by John Miltern, Walter Long again gets a chance to be properly villainous as "Fogarty," the detective. Long recently scored heavily as the bandit in "Blood and Sand" and the pirate chieftain in "To Have and To Hold."

Robert Agnew came to us to play a "flip Kid" rôle after a series of such Talmadge successes as "The Passion Flower," "The Sign on the Door" and "The Wonderful Thing." Completing the

cast are Mayme Kelso and Jed Prouty.

"Kick In" as originally written for the stage by Willard Mack, and which proved to be one of the greatest box-office successes the "legitimate" has ever known, is said to have been enlarged and illuminated by Ouida Bergere's adaptation.

Fitzmaurice, the producer, expressed his enthusiasm for "Kick In" in a wire to Mr. Lasky which said, "All my thanks for buying the wonderful play 'Kick In,' which I have been trying to secure for three years. It is bound to make a superlative production. It has that powerful regeneration theme which made 'The Miracle Man' and 'The City of Silent Men.' With two such great artists as Betty Compson and Bert Lytell to put over the tremendous love interest of the story, backed by the other members of what I consider an unusually strong cast, I feel sure I can promise you a production that will rival and surpass 'On with the Dance' or anything I have ever done for you."

海のすずずー

#### Islands Are Popular

The islands off the coast of Southern California are populous these days with our players as the result of two companies being on location. The first of these is the company of George Melford who is making "Ebb Tide." The cast includes Lila Lee, James Kirkwood, Raymond Hatton, George Fawcett, Noah Berry and Jacqueline Logan. The scenes being made on location show an island villa hidden among palms and other tropical verdure, scenes in the ocean and along the

The other island company is that under the direction of Alfred Green, making Thomas Meighan's newest picture, "The Man Who Saw Tomorrow." This is an original story by Perley Poore Sheehan and Frank Condon which the lat-

ter and Will M. Ritchey adapted.

#### "Rapid Production Has Passed" —DeMille

(Continued from page 12)

this picture. We included an elaborate Roman bacchanal in the story for dramatic purposes. Theodore Kosloff was chosen to train a special ballet of dancers for this brief scene—a task that took weeks to execute.

"It was not that way eight or nine years ago. Then any costume that approximated the desired effect would pass muster simply because we didn't have time to make it absolutely correct. Sets of those days were crudely painted on canvas. Photography was of the simplest because it took too much time to experiment.

"I have produced more than two score motion pictures," Mr. DeMille concluded. "It's a far cry from the first production of 'The Squaw Man' in 1913, to 'Manslaughter' of 1922. But in the celluloid record of those two score pictures is the history of modern motion pictures. Tremendous changes have been brought about and in nearly every one of them time has been a vital element.'

## Stanlaws Begins "Singed Wings"

Actual production on "Singed Wings," Penrhyn Stanlaws' production, started last week at our West Coast studios. Bebe Daniels, featured player, is said to have one of the best rôles of her career in the picture. Conrad Nagel plays a leading rôle. Others so far chosen for the cast are Ernest Torrance, Robert Brower and Adolphe Menjou.

# Don't Economize On Honest Effort



# The Pepville Gazette



Vol. 7. No. 6

MONDAY, AUGUST 14, 1922

Price: Who Can Tell?

#### THE PEPVILLE GAZETTE

PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Under His Hat

Weather:

All Kinds

#### Kwick! Kum On, Kimona!

Have you heard this one? Have you heard this one? A fellow was teaching a girl how to drive a car. "Now, in case of emergency," he asked, "what would you throw on?" "Oh, my," she blushed, "a kimona, of course!"

A specialist is just like the rest of us—only he charges more.

#### A New Life

Overheard in the booking dept. of our Cincinnati Exchange:

"Just the same, if I had my life to live over again, I wouldn't be a booker."

"Well what would you be?"
"A dairy maid in a chocolate

factory."
"What would a dairy maid be doing in a chocolate factory?"
"Milk chocolate."

#### Vacation Ode

Little bank roll, ere we part, Let me press you to my heart. All the year I've worked for you; I've been faithful, you've been

true.

Little bank roll, in a day, You and I will go away
To some gay and festive spot.
I'll return, but you will not.
—Long Lines.

#### Well, Rather

He: "Aren't his fingers unusually agile for a piano player?"

She: "Well, you see, he used to be cheer leader at a deaf and dumb institute." (The Leatherneck.)

#### Farewell, "Mac"

Everybody hated to see Bob cIntyre leave the domestic Everybody hated to see Bob McIntyre leave the domestic field, but no one hated to see him go more than his colleagues Messrs. Faukner and Schuler—and Faukner hated to see him go just twelve and a half times more than Schuler.

A widow recently grassed at Reno was asked how she felt and she replied, "I feel Reno-vated."

# Last Minute News

BEATTY WIRES KENT THAT "TO HAVE AND TO HOLD" IS ONE OF FOUR BEST PARAMOUNTS OF SEASON

LEWIS STONE SIGNED UP ON LONG TERM CONTRACT

VALENTINO VISITS N. Y. TODAY

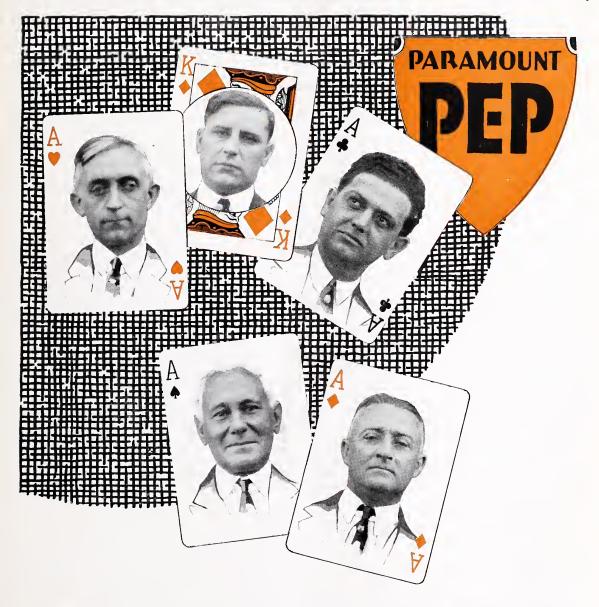
BLUE BIRD ......Without An Alibi











The Hand that Put It Over — KENT KLEANUP KUARTER



# Kent Kleanup Kuarter

New York Exchange Puts Over Three Months' Drive with J. A. Hammell and His Division No. 2 of Salesmen, Breasting the Tape in First Place

Foreseeing a difficult booking situation along about the middle of last April, H. H. Buxbaum of the New York Exchange, together with his associates, inaugurated and put into effect a drive which was called Kent Kleanup Kuarter.

Immediately the sales staff was divided into districts, J. A. Hammell being in charge of the Brooklyn and Long Island districts, E. J. Swift in charge of Manhattan and M. Kussell in

charge of Jersey.

At the very start the rivalry between the three divisions was exceptionally keen and aside from the honors waiting for the divisional winner, there were those waiting for any individual salesman. Richard Gledhill romped off with first honors and Carl Sonin was a close second. However, the greatest number of points went to John A. Hammell and his division, consist-

ing of Messrs. Gledhill, Ferraro, Burnstein and Bell. Every last man in the exchange put in a trying, consistent and successful three months of placing all of the Group Five Product before the sale of Group Six was started and old timers in the New York Exchange declared that never in the history of the exchange was competition so keen, with New Jersey first forging ahead, then Long Island, and finally Brooklyn.

The winning sales quartet called themselves the International Division, being composed of Irishman Hammell, Italian Ferraro, Yankee

Gledhill and Jew Burnstein.
In the midst of the contest, Gledhill of the Brooklyn Division was taken seriously ill and Eddie Bell, the Brooklyn Booker dug up an old dilapidated flivver and volunteered to take Gledhill's place, working at his booking desk during the day and covering the Brooklyn territory at night. In spite of the fact that Gledhill's illness kept him away for some time, it is noteworthy that he finished in first place and he very generously stated that this victory was only due to the splendid cooperation of his associates in the winning division and especially the extra meritorious efforts of Eddie Bell.

The following salesmen worked diligently throughout the contest and finished in the order named: Gledhill, Sonin, Burnstein, Ferraro, De-Costa, Hanower, Levine, Gebhardt, Lee, and

The divisions finished as follows: first, Division No. 2 under Mr. Hammell; second, Division No. 1 under Mr. Swift and third, Division No. 3 under Mr. Kussell.

#### West Coast Picnickers



The personnel of the Seattle Exchange recently enjoyed an outing which involved swimming, baseball and principally eats.

Blanche Moyer and "Ham" Lee entertained with toe dancing "on each others toes."

Needless to say a good time was had by all.

#### Another Wire

S. R. Kent

Famous Players Lasky Corpn 485 Fifth Ave New York NY

Just saw Clarence and am tickled to death with it—ls a splendid comedy about genuine human beings in domestic difficulties that are encountered in every home—This picture should be hailed by critics as even better than Booth Tarkingtons tremendously successful play from which it was adapted-Clarence is part made to order for Reid-McAvoy is delightful-Ayres is fine and Kathlyn Williams is hitting on all eight-Robert Agnew as the lovesick kid will give you a pile of laughs—Its the kind of a picture that will send the crowds away saying thats what I call a real good picture-For theatres appealing to average trade it is worth extra long runs—It is genuine domestic comedy acted by a great box office cast with direction that makes every character a reproduction of someone you know-Gee what a great bunch of pictures this production department is giving us-Regards

JEROME BEATTY

#### Shauer Coming Home

E. E. Shauer, director of our foreign department, and Mrs. Shauer will sail for New York on the Majestic on September 6th, according to a cable received from Berlin, where Mr. Shauer has been investigating trade conditions for a week. While in Europe on a combination business and vacation trip, Mr. Shauer has visited England, France, Spain and Germany, studying business conditions in those countries and conferring with John Cecil Graham, our general foreign representative, regarding our distribution of plans for the coming year.

#### Seidelman Returns

Joseph H. Seidelman, special representative of our foreign department, and Mrs. Seidelman, returned Monday on the Western World from a six weeks' business trip to Argentina and Brazil. Mr. Seidelman spent ten days in Rio de Janeiro in our offices with John L. Day, our South American representative.

# HOW THEY STAND

(Week Ending August 19th)

Exchange No.	Exchange Name			Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
1	Boston	10	1	4	5	3	5
2	New Haven	14	14	17	22	21	19
31	Maine	8	4	10	11	14	9
3	New York	13	26	22	25	26	24
4	Buffalo	4	2	2	4	1	1 ,
5	Albany	16	17	12	10	6	13
6	Philadelphia	11	10	14	16	10	14
7	Washington	9	6	3	20	15	10
11	Detroit	17	19	19	9	20	17
8	Pittsburgh	20	22	18	13	16	18
10	Cleveland	24	21	23	18	22	22
12	Chicago	26	24	25	26	24	26
15	Milwaukee	22	25	24	23	23	25
16	Kansas City	12	3	15	15	11	11
17	St. Louis	23	20	26	24	25	23
20	Salt Lake City	19	23	20	14	17	21
21	Denver	7	15	6	21	9	12
22	San Francisco	1	18	8	7	2	3
23	Los Angeles	3	5	1	. 1	8	2
24	Seattle	5	8	5	2	4	4
25	Portland	2	12	- 11	8	13	7
9	Cincinnati	25	11	16	12	12	16
14	Indianapolis	18	7	13	17	18	15
13	Minneapolis	6	16	9	6	7	8
18	Des Moines	15	9	7	3	5	6
19	Omaha	21	13	21	19	19	20

<sup>&</sup>quot;The figures in the above column denote the position of your Exchange on the week under which it is listed."



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORAT

Its Contents are Strictly Confidential CORPORATION

PAUL L. MORGAN

Editor

Vol. 7

**AUGUST 28, 1922** 

No. 8

#### Keep Your Eye on the Small Town

The fact that our organization, especially the Sales Department, has gained most in the field by keeping their eye on the small town, has

indeed proved a decisive point.

Time and again Mr. Kent has brought out the importance of doing business with every theatre possible, no matter how small a community and the very fact that distribution in this repect has received a lot of concentration has no doubt produced the results in revenue for the corporation.

Not only do we speak of the cold word "business" but of what concentrated salesmanship coupled with exploitation has done for the small

town exhibitor.

We make no bones about saying that business such as ours survives with the little fellow as well as the big fellow.

In looking over Babson's Report, in their article called "The Revolution in Real Estate" they state that the motion picture has put the local own hall on a par with the city theatre.

These reports of Babson's are known all over the world and are regarded as a very acute barometer for business conditions in general. Therefore, the fact that these people have recognized the value of the small motion picture house shows that we, the people in the business, should go still further in concentrating our sales, exploitation and service efforts in behalf of the small town exhibitor.

Perhaps a great many of us are realizing what a big part the little fellow plays when we are in the midst of our Paramount Week Drive, for, who is it that is bringing up the percentage of your revenue today?-None other than the little fellow and if deep down in your heart you realize what honest-to-goodness helping hands extended to these small town chaps are worth, then your revenue will take care of itself.

Another thing that is important to every man in the sales department, is the necessity of his keeping in touch with the industrial conditions not only locally, but nationally. It enables him to draw a more acute perspectus of distribution possibilities and where he formerly just figured on his own business, he ought to take all these things into consideration and be able to base his sales talks not only on films, but on future and present conditions that are affecting the exhibitor himself.

#### Men We Know



Here's our old friend George "Paramount" Weeks, erstwhile sales manager of Division No. 3. George has a hobby of automobiling which, however, does not dominate his thoughts as to the success of his division on the five weeks' drive.

The load of contracts in the back of his car is only a part of what he says his boys will turn in within the next two weeks.

#### John D. Howard Wins Promotion

Picked From Big Field of Exploiteers to Enter Theatrical Department Under H. B. Franklin

John D. Howard, the well-known exploiteer, who has perhaps operated in as many exchanges as any other of Claud Saunder's crew, has been promoted from the ranks and placed in the office of H. B. Franklin, director of our theatrical department.

Just as Mr. Kent has taken men from the ranks and followed the policy of the organization in promoting them to higher positions, so does the exploitation force hold the same opportunity, which is evidenced by Mr. Howard's promotion and also Mr. Bamberger's.

John D. has demonstrated his ability in the theatrical end of the game as well as the exploitation end more than once and it was his keen perpectus of theatrical operation coupled with his experience and success in the expoitation field that prompted this promotion, and he is certainly in line for congratulations after

having plugged along diligently for four years. Mr. Howard is fast becoming acquainted with the surroundings in the Home Office and is making friends as well, and we will tell you more of his activities later. In the meantime, let us congratulate ourselves that our organization is headed by executives who realize the importance and success of promoting from the

Keep in touch with the small town fellow and you have taken a big step in keeping your exchange where it belongs.

## Man Was Made For Growth—Grow

#### The Little Black Hen

Said the little red rooster, "Gosh all hemlock! Things are tough,

Seems that worms are getting scarcer, and I cannot find enough,

What's become of all those fat ones is a mystery to me;

There were thousands thru that rainy spell, but now where can they be?"

The old black hen who heard him, didn't grumble nor complain,

She had gone through lots of dry spells; she had lived through floods of rain,

So she flew upon the grindstone, and she gave her claws a whet,

As she said, "I've never seen the time there wasn't worms to get."

She picked a new and undug spot; the earth was hard and firm;

The little rooster jeered, "NEW GROUND! That's no place for a worm.'

The old black hen just spread her feet, she dug both fast and free,

"I must go to the worms," she said, "the worms won't come to me."

The rooster vainly spent his day, through habit, by the ways

Where fat round worms had passed in squads back in the rainy days.

When nightfall found him supperless, he growled in accents rough,

"Im hungry as a fowl can be. Conditions sure are tough."

He turned then to the old black hen and said, "It's worse with you,

For you're not only hungry, but you must be tired too,

I rested while I watched for worms, so I feel fairly perk—

But how are you—without worms, too—and after all that work?"

The old hen hopped to her perch and dropped her eyes to sleep,

And murmured in a drowsy tone, "Young man,

hear this and weep, I'm full of worms and happy, for I've dined both long and well,

The worms are there as always, but I had to dig like hell!"

Oh, here and there red roosters still are holding sales positions,

They cannot do much business now because of poor conditions,

But soon as things get right again they'll sell a hundred firms

Meanwhile the old black hens are out and gobbling up the worms.

Are you a RED ROOSTER or a BLACK HEN?

#### Bamberger Comes to the Home Office

Leon J. Bamberger, Formerly Exploiteer of Toronto, Arrived Monday to Take Up Duties as Assistant to Claud Saunders, Director of Exploitation Department at the Home Office

Bamberger created an enviable career for himself throughout the field as an able exploiteer and his reward was a matter of course with Mr. Kent and Mr. Saunders and he was appointed as assistant succeeding Walter Lindlar, resigned.

When Bamberger left Toronto the fact that they would mourn his loss was evidenced by a beautiful gift received from the personnel there. It was a handsome desk cigarette humidor with a gold plate on which was engraved: "Bamremember Toronto-Paramount.'

Bamberger is fast becoming acquainted with the boys around the home office and we feel that although he has never before been associated with the bunch at 485 he is one of our big family and we know that he will have the same success here as in the field.

## From Sunny Spain



These are our Paramount brothers and sisters in far-off sunny Spain taken outside of the exchange at Barcelona. The lady second from the left holds a copy of Pep and in the photograph reading from left to right they are: Carlos Blanch, Carmen Laguna, Joaquina Caballol, Mario Corominas and Rosendo Cardona.

## Some Trip

"Jerry" Akers has arrived in the Home Office after a very successful and eventful trip from one Canadian coast to the other.

He left Halifax sometime ago and went straight through to Vancouver, and returned stopping at our various offices en-route.

He spent 12 successive nights on trains or boats and after looking him over it seemed to have agreed with him thoroughly, he having taken on several very good pounds.



#### IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

## Sales I Have Made

"Ann Trugman, steno in our Cleveland Accessories Dept. sold 5,000 heralds and 200 window cards each on "Nice People" and "Blood and to one theatre." Sand"

Good work, Ann-

"Week ending Aug. 19th, show the following high-lights in our sales: 136,550 Heralds, 392 Insert cards, 636 11x14 photos, 613 three sheets and 2.148 one sheets.

J. J. HESS, Chicago Accessories Mgr.

"For week ending Aug. 12th this exchange sold 15,450 heralds, 471 insert cards, 10,000 fanfotos and 5,000 Roto inserts.

J. J. CURRY, Des Moines Accessories Mgr.

These two J. J.'s seem to be hitting the high spots.

"Week ending Aug. 19th we have sold 117,000 heralds, 2,000 window cards, 700 insert cards,

26,000 fanfotos and 135 gilt frames.
"Here's a good one for you: We just sold 250,000 heralds to the Black Theatres."

R. P. COLLINS,

Boston Accessories Mgr.

That's telling them with heralds, Collins.

#### Clark Likes Heralds

In a letter to Mel Shauer, J. A. Clark, Frisco Accessories Mgr. says of the heralds on "Nice People," "Valley of Silent Men," "Her Gilded Cage" and "Blood and Sand":

These heralds are the finest we have ever had along these lines for distribution and, if I have any judgment of the sale value of an item of this kind, I think that on each of these productions we should equal, if not excel about the amount sold on the "Sheik," from this office which was, as you remember, 164,000.

More power to you Clark . . . watch him go.

#### Freeman Writes and Receives a Letter

The two letters below are contained in the activities of O. L. Freeman, Accessories Manager at our Atlanta Exchange:

Dear PEP:

Our sales for week ending Aug. 8th were \$1,968.28. During this week we sold 26,550 roto inserts at a price \$2.00 higher than the northern exchanges. Then we came right back the following week with sales amounting to \$2,060.20. 34,550 roto inserts constituted part of these sales.

Now if any of the other boys think they can smoke us out with this record, let them start firing up because we are coming back week ending Aug. 19th with sales around the \$2,000

mark.

We are also sending a letter from an exhibitor which gives an idea of how we do business here. You will note that we have called this man's attention to the fact that he needs more paper on "Forever" after he had already placed his order. See what he says.

Yours truly, FREEMAN

The letter from the exhibitor: My Dear Mr. Freeman:

Your letter of the 22nd at hand. This is what I call service, writing ahead of a picture and telling the exhibitor what you have on the picture and helping him by suggestions.

I appreciate and thank you. I certainly want to use the oil paintings on "Forever" and will be glad to pay the transportation charges both ways. I want also the following additional paper on "Forever" (paper order omitted here—anyway it was a big one.)

Very truly yours, M. Y. SILVERTOOTH

This is a real demonstration of service with a capital S.

#### Minneapolis Reports That:

"The following items were sold by this office during the week ending August 5th:

"1,578 1-sheets, 354 slides, 325 insert cards, 392 sets of 11x14 photos, 28,650 heralds, 6,500 roto sections.

I. W. FISCHER, Minneapolis Accessories Mgr.

#### Civility

If Shakespeare were alive today, he would probably revise his famous query:—to be—civil or not to be—civil, that is the question. The fact of the matter is that it isn't a mere

question, but a very vital problem.

It is deplorable that up to the present, no scientific genius has concentrated civility in capsules or tablets to be sold to an eager public. As yet no enterprising druggist has advertised "bichloride of civility"—guaranteed to make easier the pursuit of happiness. Civility is still in an embryonic state of development. For the time being, it must be home-made, self-cultivated.

We are all born uncivil, but some of us educate ourselves out of it by practising civility. This item of PRACTICE, is fundamentally necessary, because wherever there is LACK of civility, there is likely to be incivility. The wise man will make it his aim TO BE CIVIL rather

than avoid incivility.

The only way to get civility, is by giving it. Any other course is bound to prove unsatisfactory, to say the least. When incivility meets incivility, we get the same result that follows when the firecracker makes the acquaintance of the lighted match. Then the fun (?) begins. Let the innocent bystander (whether he be civil or otherwise) beware!!!

The solution of the civility problem lies in

The solution of the civility problem lies in the mental attitude that the individual and society at large assume toward it. Not so long ago, swearing was a "problem." As long as people were warned not to swear because it was IRRELIGIOUS they kept right on; just as soon as swearing came to be considered UNGENTLEMANLY, they stopped. Is there a moral hidden in that, and can we apply it?

There is—and we can!

As long as civility is considered PROPER, people will keep right on being uncivil. As soon as people realize that it PAYS to be civil, not only from a dollars and cents point of view, but from an efficiency and sense point of view, at home as well as "abroad," at the office or on the golf links, in the bus or on the street—then civility will take unto itself a peculiar market value and will become PREFERRED STOCK!

Let us make civility a part of our everyday life, like brushing the teeth morning and night and sleeping eight hours a day. Those things PAY!

Let us try to make civility the "spice of life!" SAMUEL COHEN,

Cincinnati Exchange



#### Where You Stand

The following "Fanfotos" have been sold to date:

Foreign Dep't	160,000
Boston	57,500
Atlanta	29,500
Oklahoma City	25,100
St. Louis	23,500
New York	23,500
Kansas City	22,140
Cleveland	18,000
New Orleans	17,500
Los Angeles	17,000
Dallas	15,250
Salt Lake	14,050
Des Moines	12,000
San Francisco	10,800
New Haven	6,700
Cincinnati	5,000
Omaha	4,250
Charlotte	4,000
Pittsburgh	3,000
Detroit	2,620
Minneapolis	2,000
Indianapolis	1,500
Milwaukee	1,500
Portland, O	1,500
Albany	1,250
Buffalo	1,000
Chicago	1,000
Washington	350
Maine	250
Philadelphia	100
•	

#### Evident Faith

In one of his weekly letters to Mel Shauer regarding accessories sales, J. B. Ruane, Albany Accessories Manager, writes as follows:

"Exhibitors throughout this District are congratulating themselves over the summer, for they say it has turned out to be the best break they have had in years.

"It looks very optimistic for the coming Fall

months.'

How many of you actually feel this faith in our product, which, though it does not preclude the necessity for hard work, carries optimism through the ranks of our own organization and spreads it contagiously to the exhibitor.

Here is a message from one Accessories Manager. Let us hear from more of them.

#### The Ladder of Success

100	per	cent	I did			
90	- "	"	I will			
80	"	"	I can			
70	66	6.6	I think I can			
60	44	44	I might			
50	"	66	I think I might			
40	"	66				
30	66	66	I wish I could			
20	66	46	I don't know how			
10	66	"	I can't			
- 0	66		I won't			
—American Woolen Co. Employees' Booster						

#### The Welcome Dinner



When Mr. E. E. Shauer and J. W. Hicks, Jr., arrived in London they were given a welcome dinner in Ciro's in London by Mr J. C. Graham on behalf of the British organization.

Mr. Shauer can be seen at the extreme left of the photograph, sitting on Mr. Graham's right, he being at the head of the table. On Mr.

Reading from Mr. Graham's right are: E. E. Shauer, A. W. Kerly, M. Goldman, C. J. Donada, C. Whitehead, C. Budden, E. Ayres. On his left are: J. W. Hicks, Jr., Frederick Martin, C. F. Karuth, J. S. Martin, H. Ham, H. Walker, J. Reynolds.

一次の五十五十

#### Wise Cracks

By Jad

The price of "PEP" was advertised in these columns recently as a little enthusiasm. Any-Graham's left is J. W Hicks, Jr. body in arrears?

The sound waves of business revival are in the air—Broadcast them wherever you go.

Many a branch will have the PARAMOUNT WEEK first prize money spent before it is earned. That's all right. It keeps money in circulation.

If you can't succeed yourself, you can't expect to succeed anyone else.

Never sell and repent. An ounce of prevention is worth a pound of rejected contracts.

A PARAMOUNT COCKTAIL — Take a goodly portion of knowledge of product, add to the first forty-one of group six, mix with plenty of sales analysis—shake up and hustle!

It never rains but what it pours. Now for that flood of group six contracts.

You can "shoot" your sales problems with a mental camera but be sure to make it a "close-up."

If your sales arguments lack seasoning, PEPer 'em with PEP.

#### Cincinnati Outbursts

By Samuel Cohen

George Yule, salesman in Zone 6, has no use for emancipated females. An "emancipated female," according to George, is one who talks less and reveals more. Evidently, George is getting seesick!

In Greenville, Ohio, there are four theatres. Due to local conditions we were serving only one. That, however, did not prevent Max Greenwald, Salesman in Zone 2, from going in and signing up all four theatres for Paramount Week. Which proves that were there's a will there's a Paramount contract.

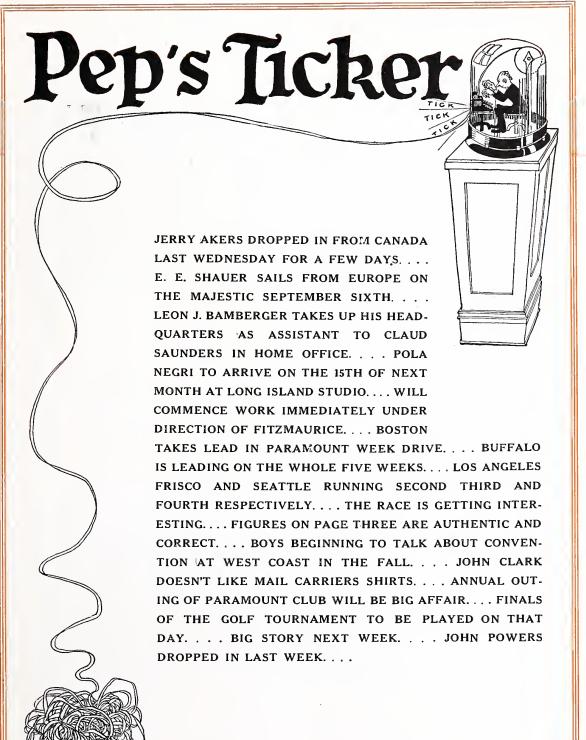
Clarence Odgen, Salesman in Zone 3 has reason to feel proud. His powers of persuasion convinced the exhibitor who runs the Piccadilly Theatre at Columbus, Ohio, that it would be to his advantage to play solid Paramount pictures during the month of September, even to the extent of yanking out and paying for \$400 worth of service that he had previously contracted with other film companies. We'll say it takes **some** persuasion to make an exhibitor do that.

George W. Weeks, division manager (himself, in person) invaded our exchange and the result was a snappy sales meeting. Several times we had to get out of the way to avoid being hit by the peppy remarks that flew thick and fast. There is absolutely nothing to it folks, Cincinnati is out to do-or-die in the Paramount Week Contest.

Harry Neill, sales manager, has been transferred to Pittsburgh and Art Holah who previously handled Zone 1, has taken up the duties of Sales Manager. Both of these gentlemen have our good wishes in their new and respective positions.

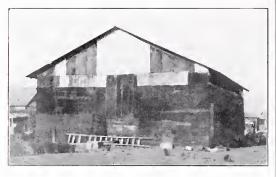
#### THE CREST OF SUCCESS





# Pounding the Prospect's Desk-

#### What Is This?



We do not want to keep you guessing long, but it is a movie theatre in Arizona situated in Bill Winship's territory in Los Angeles, and was recently visited by him on his six weeks' trip to Arizona and New Mexico.

It is the Camp Verde Theatre and the town is 35 miles away from any railway. They only play pictures on Saturday night, but they are 100% Paramount.

"It is no mystery to get to these out-of-theway places," says Bill, "if you just know they are there, and you can go and get them."

They are 100% represented by Paramount, and the natural conclusion is that Bill did "go and get it."

## The Hicks Family



Here is a hitherto unpublished photograph of the Hicks family now en route to Australia, via the Orient, etc. The photograph was taken in the Hotel Commodore the very day they sailed with Mr. and Mrs. E. E. Shauer.

The chap in the center is the general manager of distribution of the Department of Hicks and the other two are merely subordinates who take all the instructions from this new head of the Hicks family.

## Wishing Him Bon Voyage



Bernard Freeman, formerly booking manager and salesman at the Albany exchange stopped in the West Coast studio on his way to Australia and Gloria Swanson and Director Sam Wood wished him Bon Voyage.

Australia is Freeman's home and at the windup of the war he came to America and needless to say that by the time we go to press he is enjoying the scenes of his boyhood days.

How PARAMOUNT has grown! First it was Paramount Week, now it is Paramount month—what next? More power to the old boy!

## Cleveland's Picnic



In the course of one of the very warm afternoons, members of the Paramount Club of our Cleveland Exchange went to one of the prominent beaches for an afternoon dip.

All entered in to the pep spirit at the beach and the afternoon was given to many games and races, after which dancing was enjoyed. In the photograph from left to right they are: Jimmy Ansel, Eva Katz, Aron Wayne, Andy Jacknic, Anne Trugman, Frank Harwood, Ruth Yoelson and Edward Cook.

## Will Not Close Sales

#### A Milwaukee Lass



This is Miss Frances Ukasick, chief inspector at our Milwaukee Exchange.

Frances is exceedingly fond of swimming, is a good dancer and a real PEP enthusiast.

Frances Ukasick

#### Toronto Notes

W. J. O'Neill, Chief Auditor, is now the proud daddy of a little girl. Members of the staff are trying to convince him that the name Peggie should be given this young lady but W. J. says he will have to think it over.

Branch Manager Milligan recently left Toronto at 6 p. m. and arrived in Sarnia the same evening—started selling "The 41" to the exhibitor there and finished at 3.15 in the morning—caught the 4 a. m. train back to Toronto and had another exhibitor at his desk at 9 a. m. next morning signing up.

The latest addition to the Toronto office is Miss Russell, taking up her duties as secretary to office manager Haag.

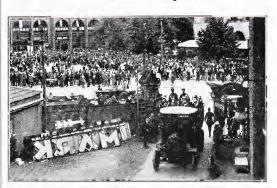
Approximately 20 newspapers will use one page or double page spreads for "Paramount Week" up in Bam's district. This is some display and believe us, every Canadian in that district will know more about Paramount Pictures after they see it.

## Uncle Harry



No, this is not Dan Roche's brother, but the famous "Uncle Harry" from our London office. With his usual smile, he is adding lustre to the name of Famous with a piece of rag and a can of polish.

#### In Germany



When Ralph Kohn was in Berlin recently he secured the above photograph which is unique in many respects.

It shows the gate which is the main entrance to our studio in Berlin and also the soldiers en-

tering the gate.

On this particular day the photograph was taken, the crowds had gathered because of the general strike of all the workmen and it was a coincident that this big demonstration took place on July 4th—our Independence Day,—all of these demonstrations being the aftermath of the Rathenau murder.

Mr. Kohn has returned from Germany and is now in the Home Offic:. He is exceedingly optimistic about the success of Pola Negri when

she comes to this country.

#### The Part

## Australia Losing No Time

On looking over a portion of publicity matter being distributed by our Australia-Asian Offices, we say right here that they are keeping pace with everyone else when it comes to letting the public know about Paramount Week and Paramount Pictures in general. Aside from placing important trade paper stories, they have adopted every unique form of publicity in the way of special half sheets, stickers, envelopes, post cards, heralds and winding up with a special edition of their famous magazine called "Paramount Service," the latter being a publication that goes direct to the exhibitor from our Sydney office, and edited by Percy L. Curtis.

They also have issued special one sheets on

They also have issued special one sheets on Paramount Week and have inaugurated a contest with the exhibitors involving prizes aggregating £100. This contest is open to any person not connected with our organization or any of the theatres in which our product is exhibited. Any person under the age of 18 years who writes the best essay on any production seen during Paramount Week will receive the prize

Needless to say public interest is running high in Australia.



# Speaking Of Ball Room Scenes

By "Jerry" Beatty

"When your story begins to sag, put in a cabaret."

That was the maxim of a very successful producer of motion pictures in the ancient days, before cabarets were old stuff and when dancing girls of any kind would give the motion picture fans a thrill.

You can't get away with the cabaret stuff these days. Nor can you pack in the crowds just

because you have a masquerade ball in your picture.

There comes times, however, when a ball room or a restaurant of some kind is essential to the telling of a story and when a situation like that comes along it gives all of our directors and scenario writers a few bad days and nights of worry.

How to get a new angle?

June Mathis, who wrote the script for "The Young Rajah," and Philip Rosen, the director, have solved it for their picture. It was necessary that Rodolph Valentino and Wanda Hawley meet at a ball. They didn't want an ordinary ball, nor an ordinary masquerade. So Miss Mathis evolved a "Reincarnation Ball," which was so novel that a Los Angeles society woman heard about it and at once gave one in her own home.

In this ball, each guest comes in the form he thinks he was in his former incarnation. Valentino, who plays a young Hindu, appears in a gorgeous costume as an Indian Rajah. Wanda Hawley is a Fairy Queen and Maude Wayne, who seeks to lure Valentino in the story, is dressed—or undressed (have it your own way)—as Cleopatra.

It took four days to make the ball scenes, which included sequences of Valentino dancing his best steps with Miss Hawley and Miss Wayne, and shots of the gorgeous set filled with reincarnated souls ranging from an elephant and a baby chicken to old Henry K. Croesus himself.

George Fitzmaurice needed a spectacular dinner in honor of King James for a scene in "To Have and To Hold," in which you will see Betty Compson, Bert Lytell and Theodore Kosloff. Mr. Fitzmaurice and Ouida Bergere evolved a ballet showing Indian dances, a burning at the stake and a scalping party as the court of King James believed such goings on were staged in America at that time. It is broad burlesque, with Kosloff playing the Indian "King" and

(Continued on page 15)

#### What Ho!



What is this we see on the left?

It's simple! It is none other than Dorothy Dalton looking into the eyes of Jack Holt in a scene from "On the High Seas," their latest picture directed by Irvin Willat.

"Help! Help!"

Everybody likes a pat on the back, and today we got two good ones—one from the neighborhood of ye editor's desk and the other one from the bobbed haired girl who helps Mel Shauer out when he writes to his peppy accessory men in the exchanges—and it moves us to write and ask for letters if suggestion from all the Paramount boosters from all over the world, where PEP goes. We'd like to answer any of your questions about the studio or the productions or the writers or the directors or the cameramen or the laboratory folks, and we'd like to know what you, particularly, are interested in knowing and reading about so we can give you what you want. Let's hear from you all, and, remember, it's the wheel on the wagon which squeaks that has the attention paid it!



#### By "Pink" Wingart

Tom Geraghty. E. Lloyd Sheldon and Chet Withey have arrived from the coast to begin activities in the Long Island studio. Geraghty will resume his old post of chief supervisor and Sheldon will assist him. Withey will direct Elsie Ferguson in "The Outcast," which is scheduled to be put in production late this month.

Officer Byrne, who regulates the traffic at the Plaza hotel corner, proved to be a great advertising medium for our pictures during the filming of scenes at the Plaza for Jack Holt's picture, "Making a Man." Byrne held up the traffic for ten minutes while Joseph Henabery shot the scenes. An impatient motorman on the 59th street line tried to get across while the camera was grinding and Byrnc shouted:

"And where do you think you're going?"
"I got the signal and I am going across," said

the motorman.

"No you're not, I'm tellin' ye. They are making Paramount pictures here and you can't go until I tell ye."

Alice Brady has been working all week in the Syrian coffee house set, which will be one of the most picturesque scenes in her new picture, "Anna Ascends." With her in these scenes have been David Powell, Robert Ellis, Bernard Randall, and Edward Durand.

#### "Ballroom Bull-Fight" Is Novelty Introduced in New Swanson Picture

Bull-fights, real or comic, are now the vogue in motion pictures since "Blood and Sand" flashed its torrid way across the cinema horizon. And so it is that a "ballroom bull-fight" is announced as one of the striking features of a vivid party given in "The Impossible Mrs. Bellew," the new Gloria Swanson picture.

It was a rather remarkable setting for a bullfight, the Turke-Oriental room in the luxurious villa of a Russian Prince at Deauville, France, Hundreds of players, representing the fashionables who throng that famous watering resort, used pillows to sit upon instead of chairs, smoked the Turkish water pipe, were served by Orientals in fezes and otherwise immersed themselves in the color and atmosphere of the East.

But while not Oriental, the piece de resistance was the bull-fight, put on by two members of the party, one with a grotesque pair of horns fabricated from paper cones and a handkerchief. And the toreador was indeed a comically agile one, being none other than Walter Wills, one of America's best-known eccentric dancers, the comedy dancing sensation of such triumphant shows as "The Red Mill," "The Top of the World" and "Chin Chin."

#### Somebody Gets a Bath



Sam Wood Conrad Gloria Nagel Swanson

When Sam Wood had his company, making THE IMPOSSIBLE MRS. BELLEW, at the seashore recently, he and Conrad Nagel had a little difficulty in getting Miss Swanson into the water, the latter stating that it was too cold.

We cannot vouch for what happened after the photograph was taken, but from the resistance they are up against, it looks like it culminated in a victory for Gloria.

#### Pola Negri to Arrive in New York on Majestic September 15

Pola Negri, famous Polish star who is coming to America to appear in our pictures, will sail from Europe on the Majestic September 9th and will arrive in New York the 15th, ready to start work at our Long Island City studio.

George Fitzmaurice, who will direct Miss Negri in the big special production which is to mark her American debut, will arrive from the West Coast with his producing organization at about the same date. By that time he will have finished his current production of Willard Mack's sensational crook drama in which Betty Compson, Bert Lytell and May McAvoy are featured.

No information concerning the title or nature of the new picture beyond stating that it will be a modern drama, written by an author of eminence, and particularly suited to Miss Negri's talents and personality, has been forthcoming.

#### Jack Holt Returns to California

Having finished the exterior scenes in New York for his latest picture, "Making a Man," Jack Holt has returned to California where the remainder of the picture will be filmed at our West Coast studio. Joseph Henabery, the director, Albert Shelby LeVino, who adapted the Peter B. Kyne story, and Richard Johnson, assistant director, went to the Coast with Holt.

The Eastern scenes in this picture include several taken at Atlantic City, in Central Park, at the Plaza Hotel, on Fifth Avenue and in

the Bowery.

#### George's Company



Photo shows Uncle George's company reading the script on "Ebb Tide," the famous Robert Louis Stevenson-Lloyd Osbourne classic now in preduction.

In the photograph from left they are: George Fawcett as "Captain Davis," Lila Lee as "Ruth Attwater," James Kirkwood as "Robert Herrick," Noah Beery as "Richard Attwater," Jacqueline Logan as "Tebura," George Melford, and Raymond Hatton as "Huish."

#### One on Tom Geraghty

Tom Geraghty Shunted Back 300 Miles to Los Angeles by Striking Trainmen, Failed to Get Second Farewell Banquet

Tom Geraghty, who recently arrived in New York to resume his old post of chief supervisor of pictures made in our Long Island studio, made good use of his bump of ingenuity on his trip from Los Angeles to New York

trip from Los Angeles to New York.

Geraghty and E. Lloyd Sheldon, author and scenarist, who is to be his assistant, didn't take any chances with the railroad strikers. They took with them from Hollywood al carrier pigeon so that if they got stranded in the desert on their way East they could send back to Hollywood for an aeroplane to come to their rescue.

But they didn't need the pigeon. After a farewell banquet given by the Screen Writers' Guild, many felicitations and bon voyages Geraghty and Sheldon fixed themselves comfortably in their stateroom for the long trip East. The train ran smoothly through Southern California until nightfall and then there was considerable bumping and backing up at San Bernadino. Geraghty and Sheldon paid little attention. They were on their way and they had the little carrier pigeon in its cage.

Along about eight o'clock the brakeman came through the train, shouting "Los Angeles—last stop—everyhody out!"

"What's the matter with you?" asked Geraghty. "We've been traveling a half day and now you tell us this is Los Angeles."

"Well this is Los Angeles," was the reply. "The train's been backing up for the last three hours.

All passengers got off the train and were unable to resume their journey until two days later.

Geraghty and Sheldon called up their friends at the Screen Writers' club, announcing their return but they didn't have another farewell banquet given them.

#### Melford Unit Performs Record Feat in Transporting Tons of Electrical Equipment to Pacific Island

A new record is believed to have been established in the recent feat of George Melford's production unit in transporting miles across the Pacific Ocean sufficient electrical equipment to completely light a town of ten thousand inhabitants if so desired. While electrical material has been used in remarkable ways on dry land this is believed to be the first time such a quantity has been assembled for across-water use.

Three portable generation wagons, generating respectively 800, 900 and 300 amperes, formed the nucleus of the tons of lights, cables and dynamos. Ten Sun Arcs were used, named because of their tremendous illuminating power, the closest possible simulation of daylight. Even larger than these was one specially built searchlight said to generate over a billion candlepower and rated as one of the most powerful lights in existence. Besides these there were Klieg lights, Windfield lights and ordinary spotlights by the dozens.

To transport and handle this mass of equipment required a crew of fifteen men. It was towed across the miles of ocean and set up on a Pacific Island devoid of such facilities, an island where Mr. Melford was doing South Sea scenes in his picturization of "Ebb Tide."

The particular use for which the exceptional amount of light was required was a long shot showing the waterfront at Papeete, Tahiti, which Melford reproduced on his island. For motion picture purposes, the tremendous outflow of "juice" was so concentrated as to brightly illuminate a stretch of sea and land a mile and a half wide, taking in a three-masted schooner, a flock of outrigger canoes and small sailing craft, a pier and all the combination of palm trees, native markets and quaint buildings which are Tahiti.

In charge of this difficult and important piece of electrical transportation was Leo Green, chief electrician of our West Coast studios.

### The Story of Life

Baby
Toddlekins
Baby May
May
May
Mamie
Mame
Miss May
Miss Mamie
Miss Mamie
Miss Mamie

Mrs. John Johnson, nee McSinythe Mrs. Johnson

Mrs. Johnnie Johnson Mrs. Mary Johnson Mary Johnson Mary

Mary the Terror Crazy Mary Call 44, alcoholic ward.

No. 4,018, middle layer, trench 13—

#### On the Set with S. A. P.

deer pep PAUL MORGAN says it sO K to rite sum mor good stuff & if i make out pritty good he makes me advatizing mgr, of yor sporting paje—i change my name to S. A. P. like the other great riters—S. P. C. A. & F. O. B. because this feller DAVE SARECKY witch clames he rite my other stuff-otherwise how could he rite good stuff like i am-he couldn't not do this becaus he must have branes & i challenj him

enytime to proov it—hay pep i am coming back from luntch and a few (3) of thee boys witch is in the elctrishan dept stops me & says-kid this is a grate letter witch is in pep the other weak except as you shood punkchuate more betterer—so i says wots the big idear hay—& FRED LARSEN witch is the mane spark plug on the floor says-be more careful of your comas & periods—i asks EDDIE DURR wot for is a coma & he says if a guy hits you on the head with a yell & howl camera you go into a coma-rite says iyou sure is eddicated—then i asks JIMMY DELANEY wots this here period—and he says thats the time between drinks & HERB TICE says we dont get a lot of periods no moreand i says amen

say pep—didja heer about this guy witch is so dum he thinks that a "Baby Spot" is a little pet dog-besides witch we hav anyway a grate props and he knows a lot—this is ole BILL JOHNSON witch is liked a hole lot by thee gang hear becaus when mis ALICE BRADY are star-witch everyone is crazy four-byes ice cream for thee gang—then OLE BILL he dont do like GIL WARRENTON are camerrar man do's-and sell these for 15s a bricke-oh no-ole bill he gives the ice creem away for

hassen sigarrets and monee

i am walking across thee studio floor wen i and mr TOM GERAGHTY meets—& and he is just come back from caliF—and he says hay kid i heers you gotten to be sum riter & thair must be a wale of jack in it-wel you no how it is because i got to keap my diggnitee—& i says to TOM witch he & i is the 2 gratest riter wot is-i says sure its a regular mint-& he says—a sort of a pepmint i take it—& i sez take it or leev it-howz that for a wize crakk

i am make my egzit now i am fading out

S. A. P. alien Mike.

#### How Publicity Men's Wives May Be Made Useful

We have found the answer to the question, "How can the wives of publicity men be made At our West Coast studio they have useful?"

been made motion picture critics.

Evening showings of the new productions for publicity men and their wives were recently inaugurated at the studio, the first pictures to be shown being Penrhyn Stanlaws' produc-tion "Pink Gods," and William deMille's "Clar-ence." Besides bringing forth a lot of new ideas from the woman's angle for the exploitation of pictures, the innovation has opened a new and interesting avenue for the ladies in the night life of Hollywood.

#### Ye Paramountowne Gossip

There's a young man at the Studio here Whose name is Stauffer and who has written A song which is called "The Young Rajah" And as you have most likely guessed It ties up with the picture of the same name And yesterday Mr. Stauffer hummed the song

And then he sang the words

And the tune has been running through our brain all night

And this morning he sang it again and

It is filled with jazz that makes you sway from side to side and

You can't get away from its rhythm and rhyme and

The last two lines are "Oh my fascinating Rajah

Come back to me," and they're the only two

We know and we keep singing them over and over just the way

We've heard some people back at 485 Fifth Ave. do

And when the song is published we're going to send a copy

To Mel Shauer, who is some jazz boy himself and

We're going to have him play it and learn it and teach the

Song to the whole bunch and if this song isn't a great hit

And if Mr. Kent in New York and Mr. Wobber in San Francisco

And Mr. Hicks in Australia and Mr. Graham in London

Don't pretty soon come into their offices in the morning

Singing about wanting the fascinating rajah to come back to them

Then A. M. Botsford can't lay out the best ad in the trade papers

And Charles E. McCarthy can't write the best publicity story in the business.

We thank you.

MARION BROOKS

#### **Ball Room Scenes**

(Continued from page 12)

other Indians that would make a cigar store chieftan burst out laughing.

To put color and contrast into "The Old Homestead," James Cruze has a Chinese seaport cabaret in a rough gambling den.

Penrhyn Stanlaws put a new touch into a garden party in "Pink Gods" by taking Bebe Daniels and James Kirkwood to an affair where the legend of "Pygmalion and Galatea" was acted and his staff has developed startling color effects in the scenes in which the white marble statue comes to rosy life.

Cecil B. DeMille, famous for his spectacular novelties, staged quite the biggest scene of the year in his "Manslaughter," in which he put on an orgy in the Roman forum with hundreds of actresses who are captured by a raid led by Thomas Meighan as Alaric the Goth, who makes a prisoner of Leatrice Joy and carries her away with him.

# Be A Live Wire and You Won't Be Stepped On



# The Pepville Gazette



Vol. 7 No. 8

MONDAY, AUGUST 28, 1922

Price: Look It Over

# What They Think Of "Burning Sands"—

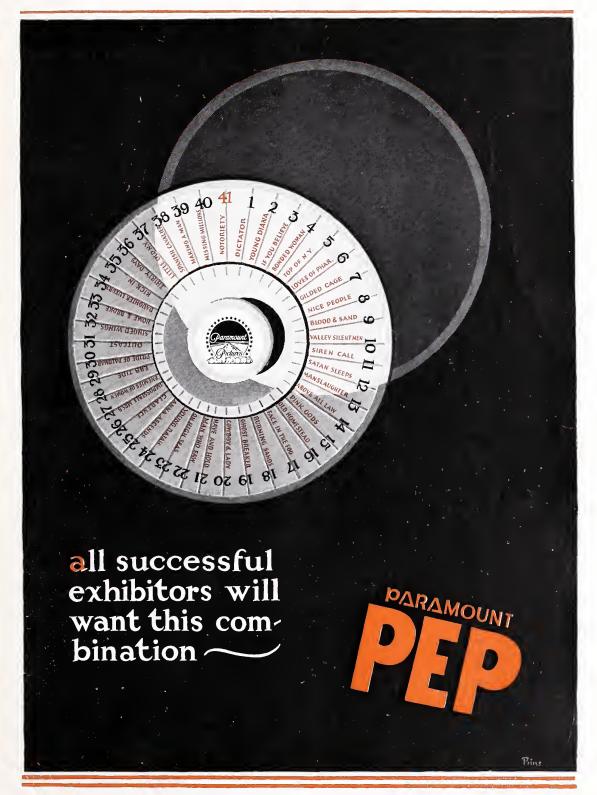
S. R. KENT: "Geo. Melford has produced a truly great picture and I have every reason to know that it will be a big B. O. attraction."

GEO. WEEKS: "A much better picture than 'The Shiek.' Story—direction—cast give it every advantage in making it one of our big attractions."

JOHN CLARK: "Melford certainly went one better on this one and the public will eat this one alive."

G. F. AKERS: "Exceeds 'The Sheik' by far. It should prove a big money getter for the exhibitor."

PEP: "You'll agree with 'em."



# THIS IS PARAMOUNT WEEK

(Read Story on Page Two)

#### This is Paramount Week

All Indications Point to Eclipse Former Paramount Weeks With Consistent Showings in Approximately Over Eight Thousand Theatres

Again our organization passes thru our Fifth Annual Paramount Week September 3rd to 9th and every year shows a higher percentage of simultaneous showings of our productions thruout the world.

#### Exciting Race

Every week the chart shows a consistent climb in the bookings and revenue with the various exchanges battling for high positions in one of the most exciting races for supremacy we have ever witnessed.

The four coast offices, with the exception of Buffalo, seem to be running to favor, but judging from experiences of previous years, other exchanges are liable to make the coast offices' position perilous at the last minute. We are also keeping an eye on Boston—they are going some.

Buffalo is over their quota on every week as is San Francisco, and many anxious eyes are watching these two offices in the race.

#### Zukor Talks by Radio

Adolph Zukor spoke by radio to more than a million people last Friday evening. Mr. Zukor's address was broadcasted from station WJZ Newark N. J. and was delivered about 9:15 P. M.

Many motion picture theatres located within hearing distance heard Mr. Zukor speak, the wave link for WJZ being 360 meters.

Mr. Zukor spoke in the nature of a felicitation for Paramount picture patrons and stated that the industry and art was once more standing secure upon its feet and was now placing before the public the biggest and best pictures in its history.

#### Many Theatres Booked

Mr. Kent states that over eight thousand theatres will participate in Paramount Week this year and says that this is a certain indicative of the return of prosperity not only to the picture industry but to the business world in general.

The month of August has been a remarkable month in our business considering the inclement weather and general attitude of many exhibitors

in the summer season.

However, interest is still keen on the remaining three weeks following Paramount Week which figures decisively in the contest and many offices will realize the importance of these three weeks, regardless of their standing on Paramount Week.

#### Decision of Contest

So far as can be learned, the definite decision of the winners for the five weeks' drive will be rendered at the West Coast Convention in the Fall, where the first opportunity will present itself for the meeting of the contest committee.

# WHICH DIVISION WILL WIN THE BEAUTIFUL CUP?

Ballance—Weeks—Clark—all agree it's theirs.

#### Concerning Wobber and Weeks

Just recently Herman Wobber, West Coast District Manager, read in PEP of George Weeks' statement regarding eating at his expense.

It is needless to say Wobber did not take this with a grain of salt and he sent the following wrie to John Clark at the Home Office:

"NOTE GEO WEEKS REMARKS ABOUT EATING MY EXPENSE IN THE LANGUAGE OF RUBE GOLDBERG IT DONT MEAN ANYTHING WEEKS CAN PUT ANY CONSTRUCTION HE WANTS ON MY CHALLENGE AND ITS ACCEPTED BUT PLEASE SEE THAT IT PERMITS OF NO MISUNDERSTANDING IT CAN INCLUDE EITHER DISTRICT OR DIVISION REGARDS"

HERMAN WOBBER



Anybody can get in this race if they want to. Don't try the old stunt of racing with him and dropping out until he comes around again, then joining in. This won't do because every time he makes his rounds he gets something new so you must stick with him to stay with him.

# HOW THEY STAND

(Week Ending August 26th)

Exchange No.	Exchange Name	Week of Sept 2nd	PARAMOUNT WEEK	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Week
1	Boston	8	1	7	9	3	6
2	New Haven	16	9	17	21	20	18
31	Maine	13	4	15	13	17	14
3	New York	14	26	23	25	25	25
4	Buffalo	4	2	4	3	1	1
5	Albany	15	18	12	12	5	12
6	Philadelphia	17	24	21	23	19	20
7	Washington	12	13	6	22	10	11
11	Detroit	19	16	5	1	4	7
8	Pittsburgh	21	21	18	15	16	19
10	Cleveland	26	20	25	14	24	24
12	Chicago	20	25	24	26	23	26
15	Milwaukee	10	8	22	8	21	17
16	Kansas City	11	3	16	18	15	13
17	St. Louis	6	22	26	24	26	23
20	Salt Lake City	23	23	19	19	18	22
21	Denver	7	14	8	10	9	8
22	San Francisco	1	19	3	6	6	2
23	Los Angeles	3	6	1	2	11	4
24	Seattle	5	10	2	4	2	3
25	Portland	2	7	10	7	7	5
9	Cincinnati	25	11	14	17	13	16
14	Indianapolis	22	12	11	16	12	15
13	Minneapolis	9	5	13	11	14	10
18	Des Moines	18	17	9	5	8	9
19	Omaha	24	15	20	20	22	. 21

"The figures in the above column denote the position of your Exchange on the week under which it is listed."

# DARAMOUNT. PED.

"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION

Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

SEPTEMBER 4, 1922

No. 9

#### The Power of Each Individual

By Jad.

Big business is our treasure to guard and preserve and the day is here when the moral fibre of each member of our organization is tested with close scrutiny.

We cannot have any drones with us sucking the honey created by the thoughts and efforts of others neither can we abide with any individual who is not in full and complete sympathy with our common zeal.

The occasional and spectacular accomplishment may carry one over for a time but the consistency of real and continuous effort stamps us alike with the seal of executive approval and entrenches us progressively.

There may be some of us who are not aware of the fact, but there are many occasions when each one of us is under the official microscope and our value to the organization is appraised minutely. Not always from the angle of how successful we may be in our present incumbency, but more often from the viewpoint of our adaptability to advanced positions of increased responsibility.

The chess board of organization efficiency reveals us, each in our apportioned place, ready to be moved at an instant's notice to a more strategic position. Do not think for one moment that our ability can be hidden behind a bushel basket. Our staff of Generals have the outline of the chess board well in mind and it is always their move.

With this thought in mind it may be said we cannot stand still. We must advance or be replaced. Of course this is subject to the element of time but if the incentive is not in us we soon become a fixture which sooner or later will outgrow all usefulness and unless we are continuously adaptable to the ever-changing conditions of our industry we will fall hopelessly behind.

To complete the structure of our progress, Morale must be maintained at any cost. Each of us must live and breathe our optimism. The unguarded remark, usually unintentional, may adversely influence other members of our organization with whom we come in contact and stamp us as intolerant; sometimes as radical and reactionary. As a pebble dropped into the

#### Hello, Mel!



Here is Mel. S. Wilson, our Denver Branch Manager who has returned to his desk after several weeks' illness, still maintaining his youth in years.

Mel has been with us for a long time and has won for himself the distinction of being one of the best film salesmen in that district.

It will be remembered that last year Mel piloted the Salt Lake Office which finished third in the Paramount Week contest and this year he promises to bring Denver in the running for the prize.

Mel S. Wilson

#### **Executives Visit Storehouse**

In order that the executives may have a bigger idea as to the efficiency and speed maintained in our Stores Dept., George Spidell, General Purchasing Agent and Supervisor of the Stores Department, conducted a most interesting tour thru our big storehouse for the benefit of the executives.

Messrs. Adolph and Eugene Zukor were the first to accompany Mr. Spidell on a tour of inspection, then Mr. Kent journeyed there the following day. Following them came Messrs. Ballance, Weeks, Clark and Akers.

It is needless to say that they were not only surprised but highly enthusiastic over the system worked and followed out each day in supplying the vast needs of the entire field force in their numerous calls for material ranging from a pin to a million heralds.

Mr. Hynes, in charge of the storehouse, has a most able staff working and their interest in the welfare of Paramount is amazing for after all they are just as big a factor in the distribution of our product as other departments.

It would indeed be a treat and surprise to everyone should they be afforded the opportunity of going thru this end of our business for then we would better realize the nature, size and responsibility of this division that is so capably answering the calls of the field.

lake produces circles of increased dimensions, the thoughtless indulgence of our impulsive criticisms may tend to weaken the general Morale the maintenance of which is essential to our general well being.

# The Story The Chart Tells

#### H. G. Ballance Bases Success of Offices on Diplomatic Splitting of Product

A glance at the chart in the office of Harry Ballance, Sales Manager of Division No. 1, is certainly very encouraging.

The chart is unique in every form and shows that the principal key cities in his district are practically all sold one hundred percent.

When PEP asked Mr. Ballance some questions regarding the chart and why it was so solidly

"stuck-up" with gold stickers, he said:

"One of the principal duties of an exchange manager is to see that all of his key points are not only sold as rapidly as possible but that the contracts are converted into revenue. All pictures, when they are issued to an exchange manager, should be treated as a liability until they are converted into an asset by getting play dates and getting the money in for them, and when the Sales Department of the Home Office issues a schedule of 41 pictures, there are 41 definite liabilities which it is up to

the exchanges to turn into money.

"One reason that Division No. 1 is so far advanced in the selling of our group six product is because we have concentrated on splitting our product in every town possible and in many key cities we have it split up among as many as four exhibitors. This has a tendency to make the exhibitor value Paramount product and always keeps him hungry for it, and we are therefore not bothered by procrastinating habits of exhibitors to give play dates. By splitting the product this way the exhibitor knows that if he doesn't give us play dates, when it comes to selling our next block of pictures he has no lifelong franchise for them and that we are going to sell it to those exhibitors who do not keep us waiting for these dates.

"The offices that have been the most consistent in upholding our revenue are the ones that have their product split among the greatest number of exhibitors in their key points and it should be the duty of every branch manager to see that every first run account is split as many ways as possible as it will go a long way to holding their revenue up by getting as wide a distribu-

tion as possible.

All three divisional sales managers maintain these charts in their respective offices and the question of splitting the product has become important in every way and where exchange managers have put these into effect, their revenue has not only increased, but has brought the exhibitor who is continually running far behind release date, up to par with the other fellow and at the same time has given him direct benefit of the thousands and thousands of dollars spent on National advertising by us.

#### Kantner Back and Going Strong

Oscar Kantner, our well-known Exploiteer, formerly of Indianapolis, has returned to the fold and taken up his duties as exploiteer at

the Detroit Exchange.

His first act was to immediately grab more space in the papers and he convinced the exhibitors that the use of the special electro ad put out by our advertising department was essential and valuable to their theatre on the special production, "A Trip to Paramountown." From the looks of things, this picture will be

running for a great many months to come. Such boosting for it as Kantner has given it, will not only make it a pleasing spectacle for the exhibitor, but will do a great deal in putting Paramount before the eyes of the public.

#### Geo. Weeks' Latest Pose



#### Will They Repeat?

There seems to be especially keen rivalry between Traggardh, Branch Manager of the Los Angeles Exchange, and Schaefer, District Manager of New England, both of them claiming that they will win the Paramount prize.

Schaefer has adopted the slogan, "Any office can win once, but it takes a good office to repeat," and we understand that Traggardh is echoing the

same sentiments.

Inasmuch as Los Angeles was the first love of Mr. Ballance and Boston the second, he is watching with a great deal of interest the claims that both of these managers are making regarding their ability to repeat.

An interesting feature also is the fact Wilson, the booker in Los Angeles, was also one of the bookers in Los Angeles when they won the Paramount prize two years ago, and he was booking manager in Boston last year when they repeated. He is now back in Los Angeles.

All very interesting food for thought.

Can Los Angeles repeat or will Boston nose them out?



#### IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

# Group Six Product

An Opportunity and a Challenge to Accessories Managers

By Samuel Cohen-Cincinnati Accessories Manager

The American people are not a cheap people: they want excellence and are willing to pay a proper price for any article that has distinct merit. Some such thought must have animated Mr. Lasky and his assistants when they set about creating the group six product. And they have made good! They have delivered to the Department of Distribution a group of pictures that reach the high-water mark in screen entertainment. No one has any doubt that the sales department will be able to convert these pictures into the necessary and many dollars to which our company is rightfully entitled.

But what about the accessories department? What of its responsibility? What are we, accessories managers, going to do? We have never been given such a line-up of eye-catching, attention-compelling, tremendous-box-office drawing power accessories as have been provided on the coming forty-one pictures. How are we going to measure up to our responsibility of making the exhibitor realize that the accessories are

the exhibitor realize that the accessories are worthy of the pictures; and that it is to his advantage, from the angle of box-office success, to use them in more liberal quantities than he has ever done before?

Surely, everyone of us must recognize that the group six product is both an opportunity and a challenge—an opportunity to prove himself worthy of his position and a challenge to his sales ability to "put it over." One needs no ouija board to tell him that the coming year will be the acid test—that by our records will we stand or fall.

We will fail if we do not impress upon the salesmen the vital importance of selling accessories with the pictures

sories with the pictures.

We will fail if we permit the exhibitor to order an insufficient amount of accessories, thereby jeopardizing his receipts at the boxoffice and ultimately blaming our product instead of his own lack of showmanship.

We will fail if we do not take the initiative if we do not exert every effort to push the sale of accessories by convincing the salesmen that increased accessories sales makes easier greater film rentals—and educating the exhibitor to appreciate the increasing use of display advertising will put him in the class of successful showmen.

We are all missionaries of the gospel; "if it's worth running, it's worth advertising." Let us FIGHT for what we know is the truth!

The command is forward! What are **you** going to do?

#### Fanfotos Reported Sold to Date

Foreign Dept
Norm Vaula 60 500
New York 69,500
Boston 57,500
Atlanta
Los Angeles
Oklahoma
St. Louis
Kansas City 22,140
San Francisco 22,000
Cleveland 18,000
New Orleans 17,500
Dallas 15,250
Des Moines 12,000
New Haven 6,700
Cincinnati 5,000
Omaha 4,250
Charlotte 4,000
Detroit
Portland, O 3,000
Pittsburgh 3,000
Minneapolis
Milwaukee 1,500
Indianapolis 1,500
Denver
Albany 1,250
Buffalo 1,000
Chicago 1,000
Washington 350
Maine
Philadelphia 100
SEATTLENONE
SALT LAKENONE

## Sales I Have Made

Ē<mark>amanasanan arabanasan karaban karaba</mark>

"I sold to the Century Theatre, Baltimore, Md., 60,000 heralds on five productions. I also sold to the Red Wing Theatre 1,000 roto sections on each of the four productions on which same are manufactured."

L. F. EDLEMAN?

Accessories Mgr., Washington Exchange

"Week ending Aug. 26th we sold twenty-nine thousand five hundred fanfotos, forty-three gilt frames and five hundred and forty-nine inserts, which is the record figure for this office."

> J. J. HESS, Chicago Accessories Mgr.

"Just sold to the Garden Theatre, Davenport, Iowa, three thousand fanfotos on Valentino, ten thousand heralds, and five thousand roto sections on 'Blood and Sand.'

JOHN J. CURRY, Des Moines Accessories Mgr.

"We have just sold the Blue Mouse Theatre, Minneapolis, 20,000 heralds on 'Blood and Sand' It seems to be the case of what the New York Exchange can do, Minneapolis can do also."

I. W. FISCHER,

Mgr. Accessories Dept., Minneapolis Exchange What's the matter with the other Accessories Managers?

"We sold during the week ending August 19th 63 24-sheets and 1,500 window cards.
"While the window cards were an individual sale to our first run account it means a lot to me for the reason that we had never been able to have this account use more than 800 cards and in addition to this amount the 16,500 heralds sold to our first run account. This is also an item of interest for the reason that they had very seldom used heralds on any production.

"I believe that we can look forward to better business in the future."

R. DAVIS,

Pittsburgh Accessories Mgr.

"I have obtained an order from the Stanley Co. for 5,000 roto sections on 'Her Gilded Cage.' The first roto section they ever used was on 'Blood and Sand.' Looks like more sales are coming."

ELI OROWITZ,

Philadelphia Exploiteer

"After a trip thru the territory with Mr. Sladdin, Exploiteer, in his car, we have the following sales to report: 44,000 fanfotos, 3,000 roto sections, 32,000 heralds, 24 24-sheets, 300 window cards. "We visited only a few towns. This personal contact stuff is the 'bacon'!"

ANDY JACKANIC, Cleveland Accesories Mgr.

## More Sales I Have Made

"For the past two weeks we have concentrated on Rotogravure Sections, and have succeeded in selling thirty-four (34,000) thousand of these rotogravure sections on the New Forty-one to exhibitors.

"Have succeeded in securing a standing order of six thousand (6,000) rotogravure sections on each

production on which they are made.

R. H. MASTERMAN, Charlotte Accessories Mgr.

"I sold 67 twenty-four sheets and 221 insert cards and one thousand fanfotos for week ending Aug. 19th."

M. REHFELD. Omaha Accessories Manager

#### A Letter

"Have just returned from a trip to Mexico, Missouri, where we succeeded in selling the first

Forty-one.

"Had very good luck with this exhibitor-sold him \$97.00 worth of accessories on six pictures, introducing two thousand rotogravure supplements; two thousand 'Fanfotos'; window cards which he has never used, and he had been using gilt frames but only two of them, and we succeeded in placing an additional two with this account; also sold him a trailer on 'Blood and Sand.'

"Included in this amount of sales is 90 24-sheets and 77 22x28 photos, 45 of which are star photos sold to one exhibitor. These he will use in connection with Fanfotos as a grand prize to be drawn by number at the beginning of the show."
F. L. COLLINS,
St. Louis Accessories Mgr.

#### Speaks for Itself

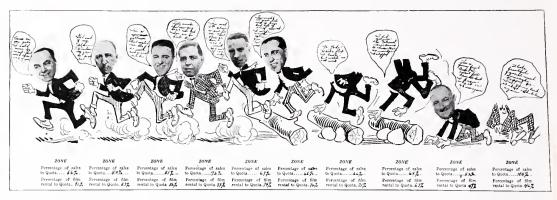
"Dear Mr. Shauer:

"Just closed advertising sale with Cooper Amusement Co., LaCrosse, Wisc. Total sales as follows:

360—1s	\$41.40
108—3s	48.60
200—24s	496.80
36—22x28	14.40
108—11x14	43.20
108—Slides	16 20
2520—Inserts	428.40
60M—Heralds	150.00
2600—Window Cards	71.50
8M—Roto Inserts	160.00
4 sets—Midget Cuts	1.80
36 full sets—Mats	36.00
1800—Fanfotos	270.00
50—Gilt Frames	50.00

"It can be done.
"Yours truly,
"R. A. SCHULER,
Access. De "Traveling Rep., Access. Dept." You have shown us here, Mr. Schuler, that it can be done. This is a real sale.

## Minneapolis Sales Chart



The above photo is a reproduction of the chart that hangs in the Minneapolis Exchange, concocted from the idea of Frederic M. Strief, our Branch Manager there.

The photos of the different salesmen are pasted on chart and placed in whatever position the salesman's record shows for each particular week end. There are unique sayings written by the exploiteer for each and it is needless to say that the salesmen are keeping up a healthy competition in order that they may not be running in the rear of the race.

This is a great idea and has proven a wonderful incentive for the Minneapolis sales staff.

#### Winnipeg Briefs

By L. Margolis

The Winnipeg office staff was glad to make the acquaintance of Mr. G. E. Akers on his visit to Winnipeg a few days ago, and one and all think he is certainly a fine fellow. The "Pep" Club planned an entertainment in Mr. Aker's honor, but due to the fact that Mr. Akers only stayed here a couple of days he was too busy, and the "Pep" Club was unable to carry out its plans.

The Winnipeg office also welcomed another visitor from the Teronto office—Mr. Leo. J. Haag, and were all sorry to see Mr. Haag leave after a short stay.

Telegram received at the Winnipeg office: "Pleese send me some exciting one-sheets on story witch I am playing."

#### **Pals**



When John W. Hicks, Jr., and family were in London recently, en route to Australia, young Hicks, 3rd, insisted on posing for PEP'S cameraman with John C. Graham, director of our offices abroad, much to the delight on both as you can see by the smile on the two gentlemen.

#### Phila. Quakes

By E. M. Orowitz

A. C. Benson, Office Manager, Philadelphia, recently sent a letter to F. V. Chamberlain, accompanied by an application of an expert gentleman for a pretty good job. The general service manager's reply, in the estimation of Mr. Benson, contained one paragraph especially, that was unusually interesting and incidentally expressed of the whole organization.

We quote it because we maintain that every Famous Player's employee may know what to anticipate in return for the loyalty demanded by the company of its employees.

"If there are any good jobs to be given out, I want them to go to our boys who have received their share of hard knocks and who have put in sufficient time to warrant their being considered men of experience and men who have proven themselves loyal and able in our organization and not in some other one."

When Earle W. Sweigert, erstwhile sales manager here, left to assume the managerial rôle of the new Wilkes-Barre Exchange, he was presented with a real cowhide traveling bag. The usual presentation and acceptance speeches were done away with because Mr. Sweigert harely had time to make the train. All he said was—"Gee! Just what I wanted. Thanks. Lots of luck."

M. S. Landow, his successor, represented Famous Players accompanied by your correspondent at a banquet in Allentown, where our new account celebrated his victory in acquiring Paramount. You ought to hear this Landow speak. The Mayor and civic officials were there, too. They felt like a closing act on a vaudeville bill of headliners.



PARAMOUNT WEEK :: . . YOU HAVE THREE MORE WEEKS TO MAKE COUNT ON THE FINAL CONTEST :: . . . \*\*\* OSCAR KANTNER NOW EXPLOITEER AT DETROIT . . . HARRY SWIFT REJOINS US AND IS NOW EXPLOITING AT CINCINNATI . . . GEO. A. SMITH, A NEW MEMBER TO THE EXP. FORCE TAKES BAM'S PLACE AT TORONTO . . . NORMAN DIXON GOES INTO THEATRICAL DEPT. AND IS NOW MANAG-ING THEATER IN NEW BEDFORD, MASS. . . . MEL SHAUER IS TAKING A VACATION BIT BY BIT . . . H. C. WYLIE AND LACEY JOHNSTON ALSO ON VACATIONS . . . E. W. SWEIGERT NOW MANAGER AT OUR NEW WILKES-BARRE OFFICE . . . HARRY ROSS WAS IN HOME OFFICE FOR THREE DAYS LAST WEEK . . . L. F. BRITTON, FORMER B. M. AT PORTLAND, MAINE, NOW SPEC. REP. OF THEATER DEPT., UNDER HAROLD FRANKLIN . . . E. E. SHAUER WILL ARRIVE AROUND TWELFTH OF THIS MONTH . . . BUFFALO GOING STRONG ON FIVE WEEKS' DRIVE . . . PLENTY OF ACTIVITY PLANNED FOR L. I. STUDIO SOON . . . BOB KANE WILL TELL YOU MORE ABOUT THIS NEXT WEEK . . . \*\*\*\*\*\* DON'T FORGET THERE IS A CUP UP FOR THE BEST DIVISIONAL SHOWING COMBINED ON THE FIVE WEEKS' DRIVE . . .

# Going To The Dogs By Some Men-

#### The Malkallas Win \$200.00 Prize

Buffalo Drive for Play Dates 20 Weeks Ending August 26th

#### By F. R. Powers

Chief Moritz called his warriors in to the War Office on Saturday, August 26th, to award the \$200.00 prize to the Malkallas—James G. Fater, Zone No. 3 and Frank J. McCarthy, Zone No. 4, after a successful Battle for Playdates from which they emerged victorious.

The Makombes, Kempner, Wolfe and Rose were hopelessly outclassed and despite their reputation as a tribe of head hunting cannibals wielding wicked war clubs they could not overcome the furious attacks of the Malkallas who were continuously shooting their spears and poisoned arrows in the direction of the enemy camp.

The result of this drive is reflected in the standing of the Buffalo Office for the Five Weeks Ending September 30th—PARAMOUNT MONTH.

We are now directing our attention to October and November—Watch our smoke.



#### Reid Wins Third Consecutive Classic Cover

Continuous evidence of the popularity of our players is furnished by the October *Classic*, now on the newsstands which announces that Wallace Reid has been voted the monthly favorite of *Classic* readers.

In recognition of this popularity his portrait is being painted by Harry Roseland to appear on the cover of this popular fan magazine for its December issue.

This is the third consecutive month that our players have won the popularity contest for *Classic* covers. Rodolph Valentino appears in the bull-fighting costume from "Blood and Sand" on the cover of October *Classic*, issued just as this production has finished its pre-release showings.

The November issue of *Classic*, now on the press, has May McAvoy on the cover. Miss McAvoy, the demure little actress featured in "Clarence," surprised even her warmest admirers by piling up the highest vote during the second month of the contest.

And now Wallace Reid has scored for us because 975 of his admirers have been interested enough in their favorite to write to the editor of *Classic* to request that his picture appear on the cover. This is the popularity won only through the labor of love of Reid admirers throughout the country.

Charles E. McCarthy, in charge of our publicity, and Glendon Allvine, who keeps in touch with the magazines, share with Miss Susan Elizabeth Brady, the editor of *Classic*, a genuine pride in the showings made by these favorites.

#### The New Idea



When this car rolls around the city of Portland, Oregon, everybody in the rear are bound to see the sign "Paramount Pictures," so prominently placed on the rear tire rack.

The proud gentlemen claiming possession of the car in the above photo are C. M. Hill, Branch Manager on the left and Tom Kilfoil, Special Representative.

This car was designated as an official car during the famous rose annual festival carnival and was the only automobile in the entire march on that particular day that did not participate in the parade and the words "Paramount Pictures" were brought before the eyes of at least 300,000 people.

Here's an idea for you boys, adopt it.

# Wise Cracks

By Jad

The reward of zone concentration is just one damn sale after another.

Remember, the exhibitor is always right—if he signs on our dotted line.

Paramount Pictures are not a gamble but the 41 is the lucky number.

Honest effort each day will keep the sheriff away.

Sell the exploitation idea. Be accessories before the fact!

News item:—"Paramount competitors enlist aid of narcotic squad against 'PEP' and little 'jecter."

We printed books about our "41 Without a Single Alibi." They should be among the best sellers.

# Makes It Rather Hard on The Dogs

#### Milwaukee Flappers



The Milwaukee Exchange boasts of an exceedingly good-looking feminine aggregation and the proof can be found above.

In the photo, left to right, they are: Ida Saybel, E. C. Duffy, Florence Block, Viola O. Scheibe, J. A. Clancy (Assistant Booker), Ida Gross and Amanda Winter.

#### Cincinnati Factograms

By Samuel Cohen

Goodbye! good luck! God bless you! Norman Dixon, Exploiteer par excellence. Norman's new address will be New Bedford, Mass., where he will manage a theatre. His last and greatest feat of exploitation was to persuade Governor Davis of Ohio to issue a proclamation designating the week of September 3rd as "Better Pictures Week."

Rodolph Valentino and Nita Naldi have a lot to answer for. Their acting in "Blood and Sand," was altogether too realistic. Every girl in the office is now slinking around corners with a "come hither" look in her eye and the men are all prancing around with tightly rolled up umbrellas poking at imaginary bulls. It's a case of every exhibitor for himself now!

Manuel Naegle's latest passion is Art. He draws everything from cows to salary. The other day he made such a life-like picture of a chicken that when someone playfully threw it in the waste-basket, there it laid.

Gene Haddow is willing to tell the world that he does not like onions. The reason why as Gene is perfectly eager to tell you, is because "onions, though they build you up physically, nevertheless drag you down socially."

#### Paramount Polo



"Famous Player" Solon L. Frank, "Up"

The above photograph shows the polo pony "Famous Player" with Mr. Solon L. Frank "up." There is a unique history connected with the horse and its owner and also the name "Famous Player."

Mr. E. J. Ludvigh, speaking of this pony, says, "As a compliment to Mr. Adolph Zukor, Mr. Frank, known throughout the North not only as an enthusiastic and accomplished polo player but well versed on the rules as well, named his favorite pony 'Famous Player.'"

His other polo pony "Scoots" took the blue ribbon at the Tuxedo Horse Show last May.

Mr. Frank also issued a book written by himself on "Rules for Polo" which is widely read throughout this part of the country.

The rider and the horse of the above picture

The rider and the horse of the above picture are typical of the Pep spirit and their alertness has won them blue ribbons and put them in high regard by polo enthusiasts.

# THE BOOKERS' SLOGAN

# AN EYE FOR AN EYE AND A DATE FOR A DATE

ежиний принципальной принце в принце в



## East Side, West Side, All Around Paramount Town

By A. H. Shirk

It isn't easy to be sewn into a costume every morning—but that's what happens to Bebe Daniels these mornings, while she's doing the moth dance scenes for "Singed Wings," Penrhyn Stanlaws' new production in which she is featured. It's a gauzy, ethereal sort of costume with wide wings—and there's no room to spare in it so the sartorial experts have to sew Bebe into it and then cut her out of it in the evening—or whenever she finishes the day's work.

Wallace Reid will have another comedy for his next, "Thirty Days," being the title. James Cruze is the man at the megaphone. They start shortly with Wanda Hawley as leading woman. Some time ago, Cruze directed "The Lottery Man," with Mr. Reid as star and Wanda Hawley

was his leading woman. It was a fine comedy and a good combination—and now we can look for something as good or better.

Thomas Meighan has some tall scrapping again in "The Man Who Saw Tomorrow," and covers a lot of territory (in the scenes) as well. India, England, America, South Seas—Tommy is a globetrotter in the screen as well as in real life. Alfred Green is directing and Leatrice Joy is leading woman. Theodore Roberts is a sort of modern freebooter—or at least a tricky kind of trader among the islands of Southern Seas.

Sam Wood has completed his production "The Impossible Mrs. Bellew," starring Gloria Swanson, and will next do "His American Wife," with the same star. Meantime Miss Swanson is getting settled in her new home in Beverly Hills—near Hollywood—a magnificent place with plenty of ground space.

"Ebb Tide" is still going strong. George Melford thinks he has a great picture and we can go him one better and say we know he has. The cast alone is "worth the price of admission" as they used to say. Think of it: Lila Lee, James Kirkwood, Raymond Hatton, George Fawcett, Noah Beery, Jacqueline Logan. Speaking of the cast, they've got to calling Hatton, Fawcett and Beery the "Three Musketeers" around the studio because they frequently stroll about the grounds, a decidedly picturesque trio, between scenes. Someone else dubbed them "The Three Graces."

Agnes Ayres started work on "A Daughter of Luxury," in the smallest set probably ever erected in the studio. It is a hall bedroom.

(Continued on page 15)

#### Some Will Power



When Wally Reid swore off smoking for a few days at the West Coast recently, he literally passed thru an ordeal, not alone giving up this particular pleasure, but by being tempted by the entire gang at the West Coast.

They pestered him with invitations to have one of their smokes, everything ranging from home runs to the best.

Wally swears they did it on purpose and says he is entitled to a croix de guerre for mastering the situation.

#### Melford to Produce Next in L. I. Studio

#### By Wingart

"Java Head," a George Melford production to be made from the novel by Joseph Hergesheimer, author of "Cytheria," and "Back Home and Broke," a George Ade story for Thomas Meighan, are soon to be put into production at our Long Island studio.

Melford and his entire production unit are scheduled to arrived in New York from California the middle of September and work will start on the picture a few days later. "Java Head" is a Chinese-American story which ran serially in the "Saturday Evening Post" before it was published as a novel. The Chinese scenes for the picture will be filmed in California before Mr. Melford comes east. All the other scenes will be taken in the Long Island studio and on location in Massachusetts.

Jacqueline Logan, who will play the leading feminine rôle in the picture, will accompany Mr. Melford and his unit from California.

Thomas Meighan and his director, Alfred Green and their production unit also will arrive from the Coast at the same time. They will start work soon thereafter on "Back Home and Broke," an original story for the screen by George Ade, who last Fall wrote "Our Leading Citizen," for Mr. Meighan. On their way East Meighan and Green will stop at Ade's farm in Indiana for a conference with the author on the treatment of the story for the screen.

#### Giving It the O. O.



Just before Jean Cohen, Secretary to Mr. Lasky, returned from the West Coast, Rodolph Valentino, playing in "The Young Rajah," gave her a glimpse of one of the spears used in this production.

Miss Cohen has since returned to the Home Office and it is needless to say she was delighted with her visit to the West Coast in spite of the fact she was kept exceedingly busy.

#### A Pioneer



Mary O'Connor

Since learning of the interesting career of Mary O'Connor, head of our Scenario Department at the West Coast under the supervision of Frank E. Woods, we know we have been lax in introducing this famous person to our big family thruout the world.

Mary O'Connor is indeed a pioneer in the motion picture art, having come to the West Coast many years ago as a continuity writer.

She was with Griffith for a time, then came to our organization after which she went abroad doing continuity work with Director Paul Powell.

Upon her return she was put in charge of the Scenario Department under Frank E. Woods and now handles all material sent from the Home Office scenario staff and distributes it to the proper directors for observation.

In other words, she acts as a sort of clearing house for material received from New York which in itself is a large and masterful task.

Miss O'Connor, aside from possessing that much needed ability in using discretion for distribution of stories, possesses an ideal personality, a real sense of humor and a host of friends.

#### Charles Gerrard in Cast of "Anna Ascends," With Alice Brady

Charles Gerrard, one of the screen's best known villains, has been added to the cast of Alice Brady's picture, "Anna Ascends," which is now in production at our Long Island studio. He will play the part of a bogus count.

#### Farewell, Boys



After a short stay in which they so ably directed one picture and prepared another, Joseph Hena-bery, director, "Bert" LeVino, scenario writer and Dick Johnston, took leave for the West Coast to finish the production in which Jack Holt is starring, entitled "Making a Man."

They are here shown saying good-bye to Ed

King, Manager of our Long Island Studio.

In spite of their short stay, they became fast friends not only with the studio personnel, but many in the home office.

The first scenes of Jack Holt's picture were shot in New York while the remaining scenes will be taken at the West Coast.

From left to right in the photo they are: Dick Johnston, Joseph Henabery, Ed. King and "Bert'

LeVino.

#### Meighan Coming East

Thomas Meighan will soon start on another commuting trip from California to New York, provided further developments in the railroad sit-

uation do not interfere.
Following "The Man Who Saw Tomorrow," in which Meighan is now playing at our West Coast Studio, he is slated to make "Back Home and Broke," an original screen story written for Meighan by George Ade. This picture is sched-uled to be produced at our studio in Long Island City.

Just now the question is whether Meighan will be able to reach the East Coast or not at this time. Meighan had planned to leave immediately after completing "The Man ho Saw Tomorrow" in order to spend two weeks as George Ade's guest at the latter's home in Indiana. This vacation is likewise seriously threatened by the strike situation.

Meighan admits that he is behind on his commuting schedule. He has made only three trips

to New York so far in 1922!

# Elsie Ferguson Starts Work in "Outcast"

After a year's absence from the screen, Elsie Ferguson has returned to make the picturization of her stage play, "Outcast," at our Long Island studio. Miss Ferguson's last work in pictures was in "Peter Ibbetson," in which she was co-starred with Wallace Reid, a year ago. Since that time she has appeared on the stage in "Varying Shore," and has toured Europe on a vacation trip.

In the picture Miss Ferguson will have the rôle of "Miriam" the one which she created for the stage. The selection of a leading man for Miss Ferguson has not been made. Teddy Samson, a former Mack Sennett bathing beauty, will have the colorful rôle of "Nellie," and Dorothy Walters, who made such a distinct success in the musical comedy "Irene" as the mother will have a similar rôle in the picture. The other members of the cast have not vet been chosen.

Chet Withey, who has been directing on the Coast, will direct the picture and his assistant will be J. Gordon Cooper. Ernest Hallor is the cam-

eraman.

#### Wood Working On Next

Director Sam Wood has finished his production of "The Impossible Mrs. Bellew," starring Gloria Swanson, and with the same star already has started work at the studio on his next picture. The title is "His American Wife." It is an original story by Hector Turnbull, author of "The Cheat," and Monte M. Katteriohn has written the scenario. and Monte M. Katterjohn has written the scenario

#### Do You Know—

#### By Marion Brooks

It interested me very much to learn that if there is a high light in a set, on a moulding or a ridge of any kind, that high light, in the picture, will be white and look like a defect. This is remedied by rubbing white clay on the offending spots.

Here's a question for the girls in the organization: When a man holds up before your wide eyes a glittering diamond necklace, when he is supposed to be liking you a little, when you look particularly charming in a beautiful clingy evening gown and the lights are a little low, wouldn't you instinctively lean your head over a bit and anticipate that he might mean to put the jewels on your neck? Jim Kirkwood had the jewels, Bebe Daniels was the girl, the picture is "Pink Gods" and Penryhn Stanlaws is the director. Mr. Stanlaws said "no" -Bebe should do no anticipating. Sh-h-h—does Mr. Stanlaws understand women?

When you see Philip Rosen's "The Young Rajah," if you stop to wonder at the strength of the little overburdened rocking horse, jockeyed by the heavy father of Wanda Hawley, recall that at the third retake of the scene the stout heart gave way, the valiant rider got a spill and the steed broke his neck and had to trot back to the property room for repairs.



# Leaks from Hollywood

#### By Shirk

Frederick James O'Brien, author of "White Shadows in the South Seas," etc., was a recent visitor to our West Coast studio. While there he witnessed the shooting of several scenes for "Ebb Tide," George Melford's production, and declared that the characters were perfect and were, so to speak, "Stevenson to the life." He spent seven years in the south seas and has been on the island of Anaa, the tiny pearl islet where "Ebb Tide" is supposed to have been laid. The tropical verdure, declared O'Brien, was perfectly simulated in the scenes at the studio.

Maym Kelso takes a milk bath—the kind that made Anna Held famous—in her rôle of the middle-aged flapper in George Fitzmaurice's production, "Kick In," featuring Betty Compson, Bert Lytell and May McAvoy.

Would you like to know what is going to happen to you next week or next year? What would you do if you could see your future? See Thomas Meighan in "The Man Who Saw Tomorrow." for the answer. Alfred Green is directing it.

The term "Extra" has been dropped from all publicity on Paramount Pictures. There are no longer any such people, is the dictum—but there are actors and actresses playing minor parts.

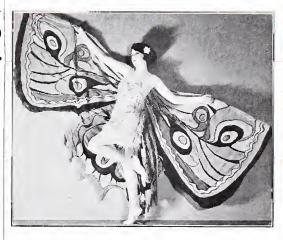
Thomas Meighan in one episode of his new picture, "The Man Who Saw Tomorrow," plays the rôle of Viceroy of India, with all the pomp and dignity attaching thereto.

Theodore Roberts has added a young goat from the islands to his menagerie. "I used to have a parrot," sighed the actor, "but he was so terribly polite I had to get rid of him—besides he chewed up the wallpaper."

Bebe Daniels is a vision of loveliness as a gay moth in the dance she does in Penrhyn Stanlaws' production "Singed Wings." The costume required a lot of time to make and they had to sew Bebe into it every morning while she was doing the scenes.

In "The Impossible Mrs. Bellew" were numbered among the players an English earl, a French count, a champion horseman of the Swedish army and a former leading woman of the Champs Elysees Theatre, Paris. These were The Earl of Glendore, Count Henri d'Abhadie d'Arrast, Lars Lithander and Mlle. Liane Salver.

#### A Winsome Moth



Perhaps one of the most unique characters portrayed by Bebe Daniels will be that of a moth in Penrhyn Stanlaws production, "Singed Wings."

The story, together with the direction and interpretation given by Miss Daniels, promises to be a winner.

#### A Long Wait

Getting a laughing parrot to laugh is a serious job. Gilbert Warrenton, cameraman, who is filming Alice Brady's latest picture, "Anna Ascends," waited patiently at his camera for fifty minutes the other day to get a shot of the laughing parrot working at his trade. Bill Johnson, property man, became hoarse "hah-hahing" for the parrot to imitate. Yes, they got the scene. The parrot is one of the principal props in the Syrian coffee house scene in the picture.

#### All Around Paramountown

(Continued from page 12)

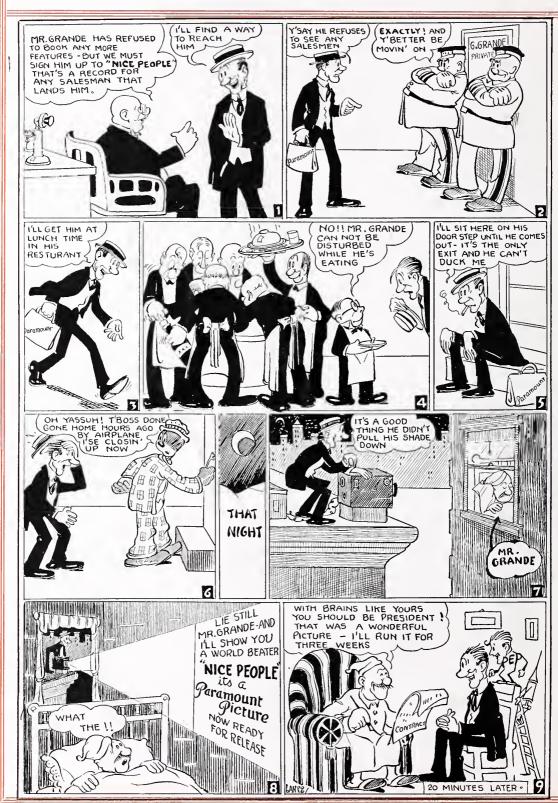
Later she has some big sets but as she observes, it isn't always the size of the set that counts, but the strength of the drama. Paul Powell is director.

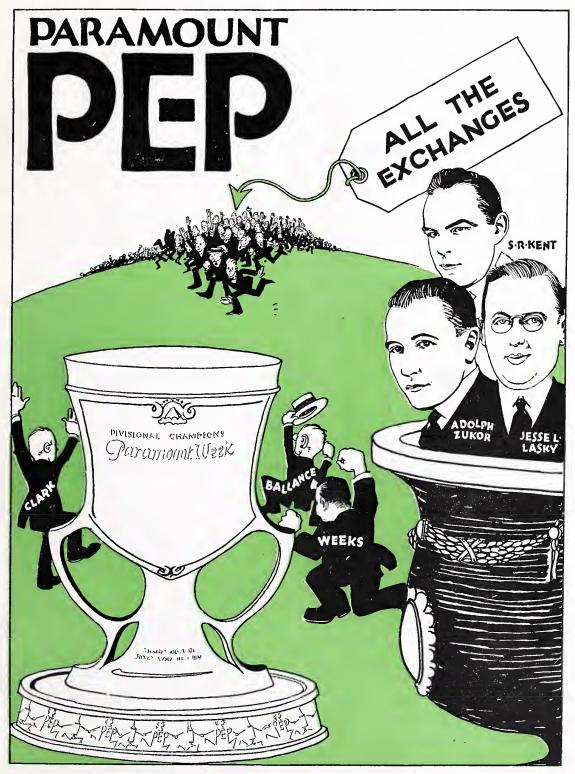
They've been having the trial scenes for "The Cowboy and the Lady," with Mary Miles Minter and Tom Moore, lately; now they are working nights at Gopher Flats-Lasky Ranch. Charles Maigne is at the megaphone.

George Fitzmaurice had a great cafe scene for "Kick In," the other day, with some fine dancing features and an effect of flames from a cauldron in the background, gained by ribbon streamers blown by a wind machine in the back of the set. Betty Compson, Bert Lytell and May McAvoy head a great cast.

If you miss "Clarence," you've missed a treat!

## Give The Exhibitor That Service





Who Gets The Divisional Cup?

# The Danger Of Certain Sacrifices

Many Situations Thruout the Country Have Proven Unproductive on Hasty and Careless Salesmanship

By John D. Clark

A recent situation seems to have arisen in a great many small towns and in some instances in the larger communities where this office has received applications for the approval of a sale of a very small portion of our entire product—in some instances only two or three pictures for use Paramount Week.

If an exhibitor will buy a few of our pictures for use during Paramount Week, why don't he buy 20 or 30 pictures and stretch them out for a period of 10 or 15 weeks?

Either our plan of soliciting in these particular situations is wrong or our product is not as good as a great majority of the exhibitors in the United States seem to believe.

Each picture represents an individual cost and is a particular investment in itself. Taking into consideration the varying prices at which we sell our product we feel that we are not, in any instance, asking too much; neither are we endeavoring to force any exhibitor to use a great number of undesirable pictures.

If we are going to sell two, three or four pictures or only a small percentage of our year's output in any given theatre to the exclusion of the balance of our entire product, we feel we are better off to stay out of such theatres entirely, because this representation is not constructive for ourselves nor helpful to the exhibitor.

Anyone can sell a selection of our better product (in fact it can be sold by mail) but it takes a real salesman to make the 100 percent. contracts that keep this Company going and assures us of a regular source of income and the exhibitor a regular supply of good pictures.

Surely we cannot miss something we have never had and by this we are referring to the small additional amount of income that the Company secures from sales of this kind, and we can assure you that there is not sufficient profit in sales of this character to offset the potential loss to us on the unsold pictures.

The theatres that have been most successful in the United States are the ones that have played Paramount Pictures consistently week in and week out since their inception. Therefore, the most constructive and the best sales you can make are the sales that call for a great majority of all of our product, not only from our viewpoint, but from the viewpoint of the exhibitor because his experience and our experience, over a period of years, proves this to be a fact.

Therefore, you must persuade the exhibitor to make a real purchase of our pictures from the almost unlimited stock we have available and thereby make him a regular user of Paramount Pictures rather than a once-in-a-while. We would rather play three pictures a week for \$40 than two pictures a week for \$30.

We well understand that conditions in some parts of the country are not as good as they should be and we are satisfied to take these conditions into consideration in approving prices on contracts, but we do claim that while conditions may oftentimes affect a price they must not and should not effect a policy.

#### For Your Information

The new Wilkes-Barre, Penn Exchange is located at 62-66 State street.

It opened for business Monday, August 21st with Earl W. Sweigert, formerly sales manager at Philadelphia, as Branch Manager.

Edward J. MacMullen is Office Manager.

#### Wobber, Look Out!

Regarding the West Coast offices on determination and statements that they are going over the top for the five weeks' drive, George Schaefer says:

"Nothing pleases me more than to hear that our friend, Mr. Wobber, is coming thru in his usual grand old way, but I want to say that if conscientious effort, honest toil and "sweat" count for anything, he will have the Boston Branch of the New England Division to reckon with.

"If the coast carries off first honors, they will at least know that they have been in a contest."

#### Well-What About It?



# HOW THEY STAND

(Week Ending Sept. 2nd)

Exchange No.	Exchange Name	Week of Sept 2nd	PARAMOUNT WEEK	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
1	Boston	6	1	5	10	5	6
2	New Haven	17	9	20	19	20	19
31	Maine	16	8	14	14	18	13
3	New York	9	26	25	20	26	26
4	Buffalo	5	2	2	4	1	1
5	Albany	7	14	10	12	6	8
6	Philadelphia	10	25	24	23	19	23
7	Washington	19	20	8	22	13	17
11	Detroit	23	16	4	2	7	9
8	Pittsburgh	21	23	18	17	16	20
10	Cleveland	24	7	19	7	21	18
12	Chicago	13	24	22	26	24	25
15	Milwaukee	12	5	23	9	23	15
16	Kansas City	15	- 4	16	16	15	12
17	St. Louis	8	6	26	25	25	22
· 20	Salt Lake City	20	22	17	15	17	21
21	Denver	11	21	9	24	14	14
22	San Francisco	2	19	1	8	12	4
23	Los Angeles	4	11	3	1	10	3
24	Seattle	3	15	7	3	2	5
25	Portland	1	12	11	6	4	2
9	Cincinnati	26	10	13	18	11	16
14	Indianapolis	22	3	12	13	3	7
13	Minneapolis	14	13	15	11	8	11
18	Des Moines	18	18	6	5	9	10
19	Omaha	25	17	21	21	22	24

<sup>&</sup>quot;The figures in the above column denote the position of your Exchange on the week under which it is listed."



"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
11s Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

**SEPTEMBER 11, 1922** 

No. 10

#### The Essentials

Organization is something besides the state or manner of being organized.

To organize is to arrange or constitute in dependent parts. These dependent parts are so often classed in our minds as just parts and the dependent is very often dropped when it is really the big part of organization.

One of the youngest executives in this country, Walter S. Gifford by name, 37-year-old Vice-President and Director of the American Telephone and Telegraph Company, has given some wonderful ideas on organization as portrayed by B. C. Forbes in one of the leading papers in the country.

In part Mr Gifford said, "organization and the machinery associated with it are not ends but tools. Organization means order. We may become so fascinated with organizing that we overdo it, we may for instance become so enamored of organization charts that because a particular set-up which we know works well and is useful, we change the organization."

We all know that any organization stands on the success of the dependent parts and the failure not alone of the proper functioning of our dependent parts but of cooperating with the other, soon puts the organization on the fritz, so to speak.

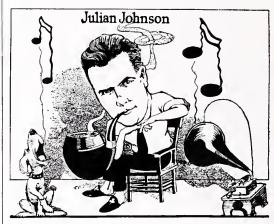
We have seen it again and again, you and I, where the lack of sound judgment and the ability to clearly perceive the goal sought has resulted in ruin, not only for the individual but for that particular part, finally clogging the machinery of the whole works.

We can quote further on Mr. Forbes's article for the facts are there and the psychology is sound.

He says further that "pride of authorship, desiring to be personally in the limelight, any tendency to build up by criticizing and belittling others, are disastrous to organization. Common sense and hard work, with sympathetic consideration for others will result in each man going ahead as far as his inherent ability will permit."

It is a fact that the day of statesmanship in business is at hand. The best in personality, judgment and square business dealings are essential to a man seeking a successful platform today, and should he romp along for a certain

#### Men We Know



Julian Johnson is this gentleman's name and he is Manager of our Editorial Department, having been associated with our big family since last February.

He was at one time Editor of The Photo Play Magazine for a period of years and is extremely well versed in literature both modern and otherwise.

His knowledge of stories as to their value to the screen has proven a big factor in recent purchases for the production department, in fact, his recent trip to the West Coast was conductive of many good results in the form of new stories for the next schedule.

Julian's hobby is good music, a nice pipe and serene tobacco.



#### Notice

Will the Exchange who forwarded Form 102, transferring the Cleveland Theatre with the Montauk and Elite Theatre Corporation as exhibitors, to A. Santag, communicate with the Home Office, giving the location of this theatre.

Also the Exchange who forwarded Form 102, transferring the Strand Theatre, with Mr. Zorn, exhibitor to the K. & K. amusement Corporation, communicate with the Home Office, giving the location of this theatre.

G. B. J. FRAWLEY



#### Changes in Canada

Mr. P. J. Hogan is now acting in capacity of the St. John Exchange, effective today.

length of time without these factors, when he stumbles it will be a hard fall.

Remember your essentials in organization you are a dependent part and you know what happens to the tooth in a gear when it cracks.

# Learn To Walk Before You Run

#### A Trip to Paramountown

Mr. Kent recently scrutinized very carefully the distribution results to date on that picture of pictures, "A Trip to Paramountown," after he had found many unrequisitioned prints were still

When this picture was exhibited to the District and Branch Managers at the last convention, you know what a wonderful reception it received and the prints were made up at that time, based on what the District and Branch Man-

agers pledged to use.

In looking over reports from exhibitors, the picture has not only proved a drawing card in the majority of cases, but in several points thruout the country has proved to be the dominating attraction when another big feature was on the same bill.

This eminent material that you give direct to the public on studio activities especially of such prominent stars as our own is one of the greatest

forms of entertainment that they can receive.

And, as Mr. Kent says, "this picture will not only draw business but will build up a volume of new pictures to be shown on the new program and every theatre should be made to use this picture in advance of using any of the new releases.'

Are you neglecting this picture, "A Trip to

Paramountown"?

These prints cost money and it is imperative that they be placed on the exhibitor's screen immediately to enhance the forty-one.

Here's a picture that has proven a winner. We certainly ought to be able to give it away.

#### Moritz's Letter Gets Results

Near the close of the drive on Paramount Week, Allan Moritz, Branch Manager at Buffalo, sent out a strong circular letter written in expressive unique language, telling exhibitors of their last chance to cash in on this big week.

He called on them to do a little pinch hitting while the bases were full.

He received a reply to his letter from Hornell,

N. Y., which read:
"Want to see you tonight at eight at your

It is needless to say Mr. Moritz was there as usual and said exhibitor rushed in all out of breath. He told Mr. Moritz he had just received his pinch-hitting letter and drove all the way from Buffalo in his car and squeezed in another picture for Paramount.

In order to do this, this exhibitor had to cancel a road show that he had booked.

When asked why he did not telegraph he replied: "I wanted to see you write it in the booking book and take the paper with me."

I am driving back to Hornell tonight and if

there is anything else I can do to make the home team win, I am with you.

"That's cooperation," said Mr. Moritz, "for Mr. Smith instead of playing a road show ran Jack Holt in 'The Man Unconquerable."

#### Telegram, Boys!

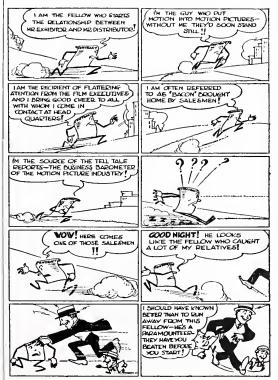
S. R. KENT.

NEW YORK.

LOS ANGELES EXAMINER SAYS MAN-SLAUGHTER MUST BE SEEN—MIGHTY INDICTMENT OF SPIRIT OF AGE—MANY MOMENTS OF FORCEFUL POIGNANT INTEREST—GRACE KINGSLEY IN TIMES SAYS THE GREAT AMERICAN PHOTO-PLAYS IS WITH US AT LAST—WHAT OTHER DIRECTORS HAVE BEEN GROP-ING AROUND AFTER CECIL DEMILLE HAS AT LAST REALLY ACCOMPLISHED -THIS ONE STANDS BESIDE MALE AND FEMALE—EXPRESS SAYS MANSLAUGHT-ER HAS WARMTH AND HEART INTER-POIGNANT MORE THAN FILMS DIRECTED BY MR. DEMILLE **HERALD** SAYS MANSLAUGHTER CINEMATIC SUCCESS BY UNANIMOUS OPINION-IS CECIL DEMILLE'S GREAT-MOST HONEST EFFORT — THIS PARAMOUNT FILM WILL GO DOWN AS ONE OF THE MOST VITAL WORKS OF MOTION PICTURE ART REGARDS.

JEROME BEATTY.

#### Chasin' 'Em Down





#### IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

# Week Ending September 2nd Breaks Record

The national accessories sales for week ended September 2nd, have surpassed any other week in the history of our organization. Complete figures are not yet in, but from all present definite indications the result will be several thousand dollars better than Paramount Week last

You have each done your share and each deserves great credit for it, but do you realize

what this message means to you?

It means that thousands of our exhibitors have used more Paramount accessories than they ever did before. It means that they have used a greater variety of items than ever before. It means that your efforts have been backed by FAITH. And that the same FAITH has

been contagiously spread thru the exhibitors.

With all due credit and appreciation, so much

for the past.

Now for the future. Let us build upon this wonderful corner-stone. We know that our coming pictures and accessories will not recede one particle from the high standard set by those in present circulation. If anything, we have greater things to come. Both the exhibitor and ourselves have been educated to new things.

We have been building a Paramount Month.

But with that FAITH, that go-ahead confidence, you should feel that not only the drive alone has been responsible for this record week, but that our product will carry on after the drive.

Our possibilities have only been scratched.

Let's go!

MEL. A. SHAUER

#### Going Some!

We are listing below the Weekly Average for 4 weeks in the month of August for the Atlanta Exchange:

WEEKLY AVERAGE (four weeks) \$2,102.22. Some of the items which go to make up this weekly average sold by the Atlanta Exchange are:

108,200 Rotogravures 8.000 Fanfotos 798 Insert Cards

189,250 Heralds 3,977 Window-Cards 379 24-sheets

J. H. ELDER, Exchange Dept.

海日生生

#### Giving Service

J. A. Clark, Accessories Manager at our San Francisco Exchange, is in receipt of the following letter which is absolutely unsolicited and speaks for itself regarding the service our Accessories Department is giving the exhibitors in that territory:

Dear Mr. Clark:

It has occurred to us if you as advertising accessories manager of the Famous Players-Lasky Corporation at their San Francisco office realized that you are giving to the exhibitors of this territory what we call supremacy in service, or, in other words, Paramount Service." Supremacy and Paramount being synonymous of the highest

The accuracy and speed combined with the personal attention given to every order placed with you is so extremely noticeable that we have been prompted to write this little note of our appreciation of the services you have rendered our organization.

Incidently, would like to mention the wonderful results obtained by us through the medium of your recently inaugurated Paramount Pictures New Bulletin Service. We have at present between one and two hundred locations where we can place the Bulletins weekly, and are anxiously look-ing forward to the near future when we hope Paramount will issue these on every production.

Mr. Clark, in closing we must say your methods of service are absolutely Para-

mount.

Very truly yours, AMERICAN THEATRE CO., By Chas. D. Carroll, House Manager.

# Sales I Have Made

"For week ending Sept. 2 we sold 2,396 1-sheets, 841 3-sheets, 918 insert cards and 237,500 heralds. Also 18,000 fanfotos and 60 gilt frames."

R. P. COLLINS, Boston Accessories Mgr.

We'll say this was some week! Look at that herald figure! And 60 gilt frames! Congratulations again, Russell. Another new record!

"For week ended September 2nd we sold 1,484 one-sheets, 70,250 heralds and 5,050 fanfotos."

F. FRANCOIS,

New Orleans Accessories Manager

"For week ended August 26th we sold 29,500 fanfotos, 549 insert cards.

"For week ended September 2nd we sold 2,419 one-sheets, 357 insert cards, 22,900 fanfotos and 16,000 roto sections."

J. J. HESS, Chicago Accessories Mgr.

"For week ended September 2nd we sold 1,784 one-sheets, 43,750 heralds, 280 insert cards and 1,100 fanfotos."

R. DAVIS, Pittsburgh Accessories Manager

"In the two weeks ended September 2nd we sold 21,650 fanfotos and 8,000 roto sections."

J. B. GILDAY, Kansas City Accessories Manager

"In the two weeks ended September 2nd we sold 4,137 one-sheets, 180 twenty-four sheets, 1,280 11x14, 127,650 heralds, 1,520 insert cards, 16,500 roto sections and 10,500 fanfotos.

"Our net sales for the week of September 2nd were \$2,193.86."

I. W. FISCHER, Minneapolis Accessories Manager

"For the week ended September 2nd we turned in the largest net sales of accessories which we have had since the week ended March 25th. Among the items sold were 898 one-sheets, 16,650 heralds, 12 gilt frames and 1,000 fanfotos."

J. B. RUANE, Albany Accessories Manager

"In the week ended September 2nd we sold 1,399 one-sheets, 19,000 heralds, 18 gilt frames, 15,250 fanfotos and 5,000 roto sections."

F. L. COLLINS, St. Louis Accessories Manager

**Sympathies** 

All members of the organization join in extending deepest sympathy to Miss Sid Faulkman, Secretary to Mel Shauer, in her recent bereavement in the loss of her brother who passed away in New York, Wednesday, September 6th.



## MY STORY

by A Paramount Twenty-four Sheet Poster

I am the Paramount Twenty-four Sheet Poster.

I am a supersalesman. My very size attracts attention and compels people to stop! look! and listen!

I work twenty-four hours a day, every day

I am an economy, not an extravagance.

I see everybody and everybody sees me.

I tell my story loudly, concisely and efficiently. The color-loving man is my friend. The eye-minded woman obeys me. The impressionable child stands in awe of my great size and harkens to my message. The foreigner understands me. The illiterate can tead me.

I'm as big as all outdoors—only the blind see me not; but goodness knows they *hear* about me.

I am the most public kind of publicity. If you want to keep the Paramount Pictures you book a secret—don't use me.

I have filled countless theatres. Let me prove I can fill your theatre.

I am particularly able and willing and anxious to serve you. When shall I start?

P.S. I just want to remind you that my younger brothers, the one sheet, three sheet and six sheet posters, can be depended upon for steady, consistent drawing power

If it's worth running It's worth advertising

CINCINNATI EXCHANGE FAMOUS \* PLAYERS \* LASKY \* CORPORATION





This is a novel idea incorporated by Sam Cohen, Cincinnati Accessories Manager.

A copy of this little story went to every exhibitor in the Cincinnati territory and we would strongly recommend that you repeat this message to your own exhibitors.

#### Dan Hynes Scores

Dan (Herald) Hynes, our vivacious storehouse-keeper, recently got up a Herald Catalog. You all know about that, but maybe you don't know that it has already helped increase the sales of heralds—especially those on older productions.

Q.—What's the matter with Hynes? A.—The same thing that's the matter with his

A.—The same thing that's the matter with his catalogs— There aren't enough like 'em.

#### Collins Follows Thru

Upon reading W. A. Johnston's article on "The Long Pull Ahead" recently printed in "The Motion Picture News," Russell P. Collins, our Accessories Manager at Boston, immediately had extracts from this letter printed and mailed to all exhibitors.

The article in itself is indeed a strong one and in brief urges all exhibitors to use more advertising, but in the language of Mr. Collins, "more accessories."

# The Indianapolis Crew



When George Weeks went to Indianapolis recently for the purpose of conducting a sales meeting, Pep's cameraman secured the above photo.

Their general appearance without their coats is typical of the spirit maintained at the Indianapolis Exchange.

To date the Indianapolis Exchange stands seventh in the race on the five weeks' drive.

From their assertions of determination they're going to go higher.

In the photo they are: Back row: left to right—F. E. Walters, Jack Finn, Jack Grier, Art. Mueller, A. L. (Shorty) Hancock, J. C. Rodman and William Bugie.

Front row-left to right: T. D. McConnell, Charles M. Reagan, George Weeks, H. E. Elder,

and F. E. Wagoner.

#### Phillips Returns

Mr. Wm. T. Phillips, who was formerly Accessories Manager at Denver, has been appointed to the same position at the Detroit Exchange.

Some time ago Mr. Phillips left Denver because of illness in his family. After a prolonged absence from business, we are glad he comes back to our fold. He says Paramount is the only concern to work for.

Here's Howdy, Phillips. We agree with you. Good luck!

#### Record Sales

A. B. Leak, formerly master booker in the Minneapolis Exchange, has been taking a swing around the key centers in the new Sioux Falls Exchange territory and has closed with them all for the new season's product, with the exception of one town. Each key center was sold at an increase of from 10 to 50% over last year's sales and in addition he has secured 86% of the playing time of these theatres for our pictures. The one town he failed to close was Huron, So. Dak, and he starts for there again next week. Look out, Huron.

# Pep's Ticker

JACK HOLT, JOSEPH HENABERY AND BERT LEVINO ARRIVED AT WEST COAST TO COMPLETE "MAKING A MAN" . . . ALL INDICATIONS POINT TO OUR GOING OVER THE TOP ON THE FIVE WEEKS' DRIVE . . . H . . . O . . . O . . . EVERY EFFORT NOW NEEDED ON THE LAST TWO WEEKS . . . BILL LIPPENCOTT, DETROIT SALESMAN, DROPS IN HOME OFFICE TO SAY HELLO-IS ON HIS VACATION . . . TOMMY MEIGHAN ARRIVES THIS WEEK TO START "BACK HOME AND BROKE" . . . BOB KANE SAYS YOU HAVE A REAL PICTURE IN ALICE BRADY'S NEXT, "ANNA ASCENDS" . . . X . . . Y . . . Z . . . H. O. PARAMOUNT CLUB GOING TO ASBURY PARK THIS SATURDAY ON OUTING . . . WM. T. PHILLIPS TAKES OVER DUTIES AS ACCESSORIES MANAGER AT DETROIT . . . BOSTON OFFICE GOING STRONG . . . L . . . K . . . J . . . LOOKS LIKE BUFFALO WILL WIN THE DRIVE . . . FOUR COAST OFFICES RUNNING 2ND, 3RD, 4TH, 5TH, RESPECTIVELY . . . TED YOUNG MADE A FLYING TRIP TO DETROIT LAST WEEK . . .

# Get Up From Your First Tumble—

#### The Boston Spirit

It was only recently that George Schaefer, District Manager at Boston, held a spirit sales meeting as the final incentive for the September drive

So enthused over remarks fired at the meeting was Mr. Edward Ruff, salesman, that he went after a particular troublesome account in Mass.—grabbed a train after the meeting that night and worked with the exhibitor until one o'clock in the morning. He then closed the account, called the office and found that the Boston booker was still there. He brought the account in the office, booked him the entire forty-one pictures and finished at 3:15 in the morning.

This certainly shows the spirit in which the boys in Boston are working for this drive.

#### Three Hocky Enthusiasts



We know of no other place where sports are indulged in more frequently and enthusiastically as in the London organization of Paramount.

Girls as well as boys are followers of all lines of sports and the above photograph shows three of the girl hocky enthusiasts from our London office.

Every week-end they go down to the Paramount House Club to indulge in tennis, hocky, cricket, etc., but stop promptly at 4 o'clock for their tea.

#### Sioux Falls News

By Max Doolittle

T. A. Kilfoil, who is in Sioux Falls opening the new branch, has been taking a little time off from his duties at the new exchange to look in on the rest of the exchanges in Phil Reisman's loop preparatory to making the transfer of their accounts that are going to be in the Sioux Falls district. He is expected back the first of the week.

Messrs. Cooper and Crier are busy boys at Sioux Falls waiting for the steel racks for paper and film and other equipment, which as yet has failed to put in an appearance.

#### Making the Best of It



These two peaches from New Haven were so glad to get to the country on their vacation that they satisfied their long desire with two pails of apples. The photo shows them just beginning and from the look on their faces they bear the determination to finish the pails to the last apple.

Here's hoping they don't.

In the photo left to right they are: Frances Rosenstein and Pauline Naiman of the Booking and Accounting Departments, respectively.

# Wheezes From the Mormon Stronghold

By Pat

Miss Madge Mitchell of the accessories department who has been parking in Yellowstone for ten days once more illumines the Salt Lake Exchange.

The entirety of the office turned out for Ringling Bros. Circus parade last week.

Miss Martha Snavely and Miss Etta Susman are new inspectors in the Inspection Départment.

Mr. Frank Murphy of the booking department was recently tendered a birthday surprise party by the office force. He was found in his slippers and smoking jacket respectively.

#### We Play Tie Game

Though out hit 13 to 11, Paramount's home team managed to hold the slugging Goldwyn outfit to a nine to nine tie. The game, which was played last Saturday at Hedley Field, was a free hitting affair with plenty of errors on both sides. It was a combination of both which enabled Paramount to score 6 runs in the first half, and Goldwyn five runs in the last half, of the fifth inning.

Had the proper support been given both pitchers the game would probably have been a 3 to 3 affair. Whelan for Paramount struck out eleven men, while Kuhn and Bock for Goldwyn disposed of

the same number.

The looseness of our game can be explained by the evident nervousness of the team in trying to clinch the pennant by winning the contest. Had Paramount won, the bunting would have gone to the Home Office without further ado. As it is, the team has now to win one of their two remaining games to make certain of the flag.

## And the Next One Won't Be So Bad

# Henry Takes Another Shot at Exploiting

Dear Cousin Anna:

Well a burned child knows better and I am a bare for punishment as I have done more of this here exploiting and heres how I was sucked in. A exhibitor didnt have his picture so I took it up to him which was Florence Carr in I Dont Drink and while there the exhibitor was looking at what they call a double truck I guess, because it is truck or applesauce or mashed potatoes. Anyhow he says this is a good idea and would like to do it only I have promised a guy to go fishing and aint everything going to hell with all you robbers charging all the rubles for pictures it's enough to make me a bulshevik. I am not leaving until the next day so I said well you trotsky along and I will do it.

So he did and I went to the paper but the editor is busy printing handbills a cash job and I said well I will do it where is your dummy and he said who you calling dummy and it looks like a battle but someone came in to pay for his paper and I went to work. After working only a half day I got a page of ads and gave each store ten passes which is for you if your name is in there ad which causes great comment. The paper came out just before I left and it was awful as the editor had everything mixed he had Wallace Reid star of I Dont Drink uses Madame Susies Perfume which should of been for Lois Wilson only hers read I uses only a Gilete Razor and lots worse. The exhibitor saw it and was mad and for no reason socked me in the eye which will be better in a few weeks because I give away more passes then there is seats and he will sell the house for \$1.50 cash. I hope he chokes with love

Your cousin Henry. (A-Mike Vogel)



## The Detroit Michiganders

Bill Phillips-Correspondent

Oscar Kantner, Exploitation Representative, is some globe-trotter when it comes to that one-armed Hupmobile he lays claim to. He went all through the grand and glorious west during the summer and wound up in Detroit, having been transferred from Indianapolis.

When an exhibitor wants a picture put over big he merely mentions the fact to Oscar and the latter's "Yes, Boy," is only the start of a

peppy campaign.

Who invented vacations, anyhow? That is, they're all right when you want to go, but when your right-hand man, or girl, whichever the case may be, beats it all of a sudden and you want to send all those wires and get out those six hundred mimeograph letters, then she's tough, ain't she?

## An Upstanding Pride in the Job

By Bill Lippincott-Salesman at Detroit

Bruce Barton says: "The first element of divinity is an understanding pride in the job. "By that wholesale pride America has attained

her business leadership; for every American who is worth his salt believes that where he lives in God's country and that his particular business is the best and most important in the world."

Those of us who spent considerable time among the Latin during the war, and learned to know them well knew what pride they had in their

them well, knew what pride they had in their humble and menial tasks, and how proud they seemed to be just in doing the things they did and in doing them well

and in doing them well.

I knew an old Frenchman who lived in a small town in the Upper Marne who continually boasted of being one of those who helped build the first railroad through his State or Department. This seems a very small thing to boast of to us, we who have such vast opportunities, still how proud this old man was to tell and retell his story; wouldn't we, who work for such a wonderful corporation, the leader in our industry, have far greater cooperation and be more successful if we all did our tasks with just a bit more pride than be continually think-

ing of our future reward?
What a perfect working organization could be had and the worries and constant thoughts regarding the future would all disappear if everyone of us had that first element of divinity

-An Upstanding Pride in Our Job.

PEP My

#### Omaha-Ha-Ha's

Max Rehfeld, our pepified Accessories Manager, is another of the many of the Omaha Exchange afflicted with exploititis. Max is pulling a flock of stunts that are making exhibitors throughout the territory sit up and take notice—what is most important—send in their orders for more paper, cards, inserts, frames and what-nots.

Any more literary lights in the Omaha Exchange? We'll say so! There's Harry Tardy, our chief accountant who makes his books figure SOME and Mrs. Mary Doyle, who collaborates with him on his most important "works." And don't overlook Shakespeare's other rival, Glen Jastram, the bookiest booker of 'em all. George Ade, Booth Tarkington, and Ring Lardner, take notice!

"What sort of ties shall I get my husband?" asked a prominent showman's wife of Max Rehfeld, our Accessory Manager. Max, all business, replied, "Adver-ties." And that was one time her husband didn't get it in the neck.



## Paragraphs For PEP Readers

By A. H. Shirk

P-ERSEVERANCE

E-NERGY

E-NTERTAINMENT

P-ERSISTENCE

P-ULCHRITUDE

P-UNCH

#### THAT'S PARAMOUNT PICTURES

The interior of the good ship Farallone was destroyed by fire this week at the Lasky Studio for "Ebb Tide," George Melford's splendid new production. Soon they'll shoot the battle with a giant octopus which attacks Lila Lee and James Kirkwood. This will finish the picture.

One of the most magnificent homes in Hollywood was secured recently for scenes in Thomas Meighan's new picture, "The Man Who Saw Tomorrow." There the English lawn party was staged with due elegance. Alfred Green is director of this picture which has probably one of the most powerful casts ever assigned to a photoplay. Leatrice Joy is leading woman.

"Kick In," is having a lot of fights this week. George Fitzmaurice is putting plenty of "kick" in "Kick In" and his featured players—Betty Compson, Bert Lytell and May McAvoy—are all working in tense scenes. Ouida Bergere has retained all the thrills of Willard Mack's stage drama.

Penrhyn Stanlaws and his troupe, making "Singed Wings," with Bebe Daniels, are in San Francisco after waterfront scenes for this colorful drama. Some wonderful fairy sequences are soon to be made. One of the powerful character rôles is interpreted by Ernest Torrence as a clown who is feeble minded. The masculine lead is played by Conrad Nagel and the vallain is Adolphe Menjou.

Anyone who speaks to William Boyd, Paramount Stock company actor, these days will have to look up in the clouds to find him for he is walking on air and bumping his head against the stars as a result of the arrival at his house on the 28th of August, of a ninepound baby boy. Mrs. Boyd, professionally known as Maralyn Boyd, is also well known in Paramount Pictures. The baby has already been named William Wallace, after its father and Wallace Reid, and oddly enough, thereby has the same given names as Mr. Reid and his own son.

Agnes Ayres is wearing some handsome (Continued on page 15)

#### Nita Naldi Staked Her Big Chance on the Toss of a Coin

The toss of a quarter brought to Nita Naldi, the goal which thousands of girls in these United States dream of every night—a five-year contract with the largest producing company in the motion picture business.

Miss Naldi was chosen by Mr. Lasky as the ideal type for the rôle of Dona Sol, the Spanish vampire, in "Blood and Sand." She was told that she could have the part but that she would have to go to Hollywood to make the picture. Now, Miss Naldi is a New York girl, born in the metropolis and brought up under the bright lights of Broadway, entering her theatrical career through the chorus. Hollywood didn't seem to appeal to her, yet she wanted the job. So she tossed a quarter. Heads she would go to the Coast; tails she would stay in New York. The quarter dropped to the floor heads up and thereby hangs this tale.

"I have more superstition than a Spanish peasant," explained Miss Naldi, "and I guess that is how I happened to toss the quarter."

So, on the turn of the coin Miss Naldi played the rôle of Dona Sol, created a sensation in it, and was given a five-year contract to play in Paramount pictures, which, by the way, she accepted without the formality of tossing a coin. Such is the way of fate and the luck of those destined to fame before the camera.

#### A Wire from the Coast

JESSE L. LASKY ANNOUNCES THAT AN ORIGINAL STORY WRITTEN FOR BETTY COMPSON THE STAR BY JULIA CRAWFORD IVERS WILL BE ENTITLED "THE WHITE FLOWER" AND WILL BE LAID IN HONOLULU LARGELY WITH LOVELY BACKGROUNDS AND A MODERN DRAMATIC STORY WITH STRONG ROMANTIC LOVE INTEREST - ALL LO-CATION SCENES TO BE MADE IN HONO-LULU MRS. IVERS SPENT SEVERAL MONTHS STUDYING THE LOCALE PUR-MONTHS STUDYING THE LOCALE PURPOSELY FOR THIS STORY — THE COVERED WAGON BY EMERSON HOUGH IS TO BE A JAMES CRUZE PRODUCTION FOLLOWING COMPLETION OF THIRTY DAYS — JACK CUNNINGHAM DOING CONTINUITY BUT CAST NOT YET SELECTED WILL BE CAST OF FEATURED PLAYERS — LOCATIONS NOW BEING SOUGHT IN VARIOUS PARTS OF THE COUNTRY AND MANY BIG FEATURES IN EPIC PICTURE WILL BE START OF THREE HUNDRED FIFTY WAGONS FROM WESTPORT LANDING NO KANSAS CITY, TERROR OF TRAVEL ACROSS PRAIRIES WITH BIG BUFFALO HUNT ATTACKS BY INDIAN SCENES OF THE GOLD RUSH TO CALIFORNIA AND SO ON BOOK TO CALIFORNIA AND SO ON BOOK
CLOSELY FOLLOWED — THOMAS MEIGHAN LEFT TODAY FOR NEW YORK TO
DO BACK HOME AND BROKE ALFRED
GREEN AND STAFF FOLLOW IN FEW
DAYS — LILA LEE GOING EAST TO BE LEADING WOMAN ALSO LAURANCE
WHEAT TO WORK IN PICTURE WILL
STOP AT GEORGE ADES HOME TO MEET
HIM FOR FINAL CONSULTATION ON
THIS HIS SECOND ORIGINAL FOR
MEIGHAN — CONRAD NAGLE CHOSEN FOR LEADING ROLE OF HUSBAND IN POLA NEGRIS PICTURE BELLA DONNA WHICH GEORGE FITZMAURICE WILL DIRECT ON ARRIVAL OF STAR HERE.

ADAM HULL SHIRK

#### Our Friend Jeanie



This is a late photo of Jeanie Macpherson, our extremely wellknown scenarist at the West Coast and author of many of Cecil B. DeMille's screen successes.

Miss Macpherson is holding a tooth brush in this photo and for some reason claims ideas come to her via the tooth brush.

Jeanie Macpherson

#### Familiar Faces



Conrad Nagel has just been cornered by Jerome Beatty and Mike Lewis at the West Coast studio to explain the big idea for romp-

Nagel replied that he was just keeping in trim for "The Impossible Mrs. Bellew," in which production he is the leading man.

In the photo from left to right, they are: Jerome Beatty, Studio Representative for the Department of Distribution; Mike Lewis, of the West Coast Sales Department and Conrad. West Coast Sales Department, and Conrad

#### 哪里 如

#### "The Laugh the Most Important Thing in a Picture," Says Tom Geraghty

Some one asked Tom Geraghty, chief supervising director at our Long Island studio, what was the most important thing in a motion picture. The answer was quick and to the point-

"We figure," explained Geraghty, "that a laugh is worth \$5,000 so the more laughs we can pack into six reels of film the more valuable picture

we have.
"Getting a laugh is one of the hardest things to do in the class of pictures such as we make, which preclude the broad use of burlesque. For the purpose of providing laugh getting scenes most studios have what we call a 'gag' man whose only business is to sit around while the picture is being made and suggest funny bits of business that will bring a chuckle from the audience. If this man only produces one laugh scene a week he earns his salary. But most of the gag men I know are equal to at least one laugh idea a day.

"When a scenario writer or director comes across a good funny situation there is much elation. There is a saying around the studio that a laugh a day keeps failure away. No matter how many faults a picture may have, if it has the quality of humor it is fairly certain

to be well received by the public.'

#### Prepare Ye



So says Sam Wood, director to Gloria Swanson at the West Coast Studio. "You're going to have to reproduce this statue in a big ball room scene," says Mr. Wood in discussing "The Impossible Mrs. Bellew," prior to the filming of this particular scene.

#### 海のイイイ

#### Leatrice Joy Tells This One

"Down in New Orleans where I was born they tell a story of a little colored girl bout so high, who was strutting down the street one day.

"Her way led along a high board fence. Suddenly her eye was attracted to the spectacle of a cow's tail hanging through a knot-hole in one of the planks of this fence.

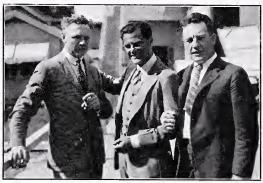
"Astonishment rooted her to the spot for a moment. Curiosity prompted a second and closer examination of this phenomena. Then she about-faced and hurried to her source of all wisdom—her mammy.

"Mammy! Mammy!" she shrieked. "Ah jus' saw a cow's tail hangin' through a knot-hole in a fence!

"Well, chile, what's so wondehful about that?" came the placid reply.

"Why, mammy, how did that cow eveh crawl through that lil' tiny knot-hole?"

#### Three Musketeers



Here we have an exclusive photo of the three musketeers who comprise the male leads in "Kick In."

These three are a lively crew and promise to give a wonderful performance in this Fitzmaurice production. In the photo left to right they are: Frank O'Connor, Bert Lytell and Walter Long.

#### Two at Once for Powell

David Powell has been selected to play the leading male rôle opposite Elsie Ferguson in her picture, "Outcast," which has just been started at the company's Long Island studio. Powell played the rôle with Miss Ferguson on the stage several seasons ago, following the retirement of Charles Cherry from the cast.

In being cast for the part of Geoffrey, Powell will enjoy the distinction of playing in two pictures at the same time. He is at present playing the heavy in Alice Brady's picture, "Anna Ascends."

#### The Crawl Stroke



Many of you will recognize Duke Kahanamoka, the world champion speed swimmer, shown in the above photo, instructing pretty Lura Anson in the crawl stroke, which she will use at Deauville. France, bathing scenes in "The Impossible Mrs. Bellew."

Conrad Nagel and Sam Wood are interested on-lookers.

#### "Bella Donna" for Pola Negri-Fitzmaurice Will Direct

Pola Negri's first picture to be made in this country will be "Bella Donna," according to an announcement made by Mr. Lasky at Hollywood last week. George Fitzmaurice will direct the famous Polish star and Ouida Bergere is now at work on the scenario of the widely read novel

by Robert Hichens.

Mr. Lasky further announced that, contrary Lasky studio in California instead of the Long Island City studio. Miss Negri sailed for this country on the Majestic September 6 and, arriving here this week, will remain in New York installed for the country on the Majestic September 6 and, arriving here this week, will remain in New York just long enough to see the town before entraining for the West Coast. Mr. Fitzmaurice plans to start the production about September 23.

#### Shed a Tear for "Whiskers"

All we ask in this little article is that you folks of Paramount stop a minute and recall some little dog or cat-or any pet once dear to your heart in "the days of real sport"-and shed a tear and smile a soft smile for T. Roy Barnes' little "Whiskers." "Whiskers" is he of "The Old Homestead" of the frowsy coat, stump tail and cocked-to-one-side head, and when you see the picture, you'll find that he, too, had dreams like you and me, and you'll know that "The Old Homestead" couldn't have been "The Old Homestead" without him.

It's the picture in which "Whiskers" played his first and last part for T. Roy Barnes and Paramount, because last week the blundering driver of a towering automobile ran over and

killed him.

"Whiskers" was the most human little fellow we've seen or known in a long time. He never sulked and he had a glad paw out for everyone. His part in "The Old Homestead" is typical of him—happy, alert, full of pep and ready for anything. With his head cocked to one side and his eyes bright, with T. Roy Barnes standing by, telling him what a great "guy" he was, it seemed as if "Whiskers" must speak. His greatest and most alluring coyness was a trick of brushing his paw up against his eyes when T. Roy said,—"Hey, there Pal, I love you!" If you watch closely in "The Old Homestead" you'll see him do it. It's as if he were saying—"Aw, gwan, quit your kidding me."

We know how much T. Roy misses him and we'd hardly laugh at the big, tall tramp if we saw him put the little "Whiskers" in a box, dig a grave and wipe away a tear as he covered him up. How about your "Rex" or "Sport" or "Rover," and what about your broken ten-

year old heart? When "The Old Homestead" is having its success-because a success it's bound to bewe know that every one of the cast and every one entitled to some credit for that success will heave a little sigh and hope that "Whiskers," in his "Beautiful Joe's Paradise," will brush his paw across his eyes and smile at his own undoubted success.

MARION BROOKS

#### Seven Cameras Shoot Fight Scene for "Singed Wings"

Seven cameras were trained on Bebe Daniels, Conrad Nagel and Adolphe Menjou during filmthe latter two in "Singed Wings," Penrhyn Stanlaws' production in which Miss Daniels is featured. Every possible angle from which it was probable a good picture would result was made use of by the seven cameramen under

Mr. Stanlaws' direction.

The reason for the unusual number of photographers on the set is explained by the scene itself. Mr. Menjou has managed to persuade Bonita, the dance hall girl (played by Miss Daniels) into his big country home. Her lover, Peter Gordon (Conrad Nagel) has followed and attempts to slip into the house with-out being seen. But he is observed by the villain, who seizes a vase and smashes it over Peter's head as he quietly enters a window. A fight follows, the lights crash out and the fight develops into a struggle of life and death. It ends when Bonita recognizes Peter and throwing her strength into the battle, manages to stop it.

The danger of breaking the big vase over Mr. Nagel's head was extreme. There were many possibilities of a cut or even of one of the vertebrae in the neck being knocked out of joint. It was for this reason that so many

cameras were trained on the scene.

Even then only six pictures resulted for one of the cameramen became so excited as the battle progressed and the two men threshed around of the floor in the dark, first one, then the other on top, that he leaned forward too far and tipped over his machine. As luck would have it, however, all of the remaining shots were good and parts of each serve to make up a most exciting episode in the picture.

學是認過

#### Paragraphs for Pep Readers

(Continued from page 12)

negligees in scenes for "A Daughter of Luxury," directed by Paul Powell. This story presents the popular Paramount star in a rôle which demands much emotional work. She is placed in an awkward situation which ultimately ends in happiness.

"Thirty Days" is off to a fine start. Wallace Reid is star of this picture which James Cruze is directing and Wanda Hawley is leading woman—the same combination as in that highly successful picture, "The Lottery Man," it will be recalled. A New York slum street scene occupied considerable attention this week. The picture is brimming with comedy.

Jack Holt is back, with Joseph Henabery, the director, and Albert Shelby LeVino, making the Paramount picture, "Making a Man"—one of Peter B. Kyne's tales. And they've gotten well started on the scenes here after making a number of exteriors in New York.

# You Can Climb Without Spurs

# Minneapolis Sales Staff



Folks, we want you to shake hands with these nine lively gentlemen, representing the sales staff at Minneapolis.

They are: No. 1, Fred Bemo; No. 2, Jack Raper; No. 3, C. F. Rose; No. 4, Frank Marshall; No. 5, Jack Lorenze; No. 6, H. C. Muir; No. 7, G. A. Durlam; No. 8, C. H. McMillan; No. 9, Carl Michels. 



# The Pepville Gazette



Vol. 7. No. 10

MONDAY, SEPTEMBER 11, 1922

Price: I Esk You?

#### THE PEPVILLE GAZETTE

PUBLISHED WEAKLY Entered at the Postoffice through the Mail Slot

Editor's Office: You'll Find Out

Weather:

Ask Anyone

Stonewall Jackson Smith was looking for work and Barney was asking him the usual ques-

"What's your name?"
"Stonewall Jackson
suh."

Smith, 'How old are you?"

"Ahs twenty-seven yeahs old,

"Are you married?"
"No suh, Dat scar heah on mah head is wheah a mule done kicked me."—The Life,

#### She Does

Does she dance nicely?" "Yes, if the chaperones are looking."

#### Thanks to Sears Robuck

George Schaefer, District Manager at Boston, is in receipt of the following letter from Tolly, N. Dak:
"Dear Sir:

Please send me a catalog of your prices on films, sears ro-buck and co reffered you as a corspondint on this matter

Hope to receive it soon I remain

yours truly Carl Syverson

#### Insufficient Credit

Teacher: Johnny, if you had three bottles of pop and a man came along and gave you three more, how many would you have?

Johnny: Six bottles of pop. Teacher: Pretty good, Johnny. Johnny: Pretty good, Hell, that's perfect.

A peanut sat on the railroad

track,
Its heart was all aflutter;
The 3.45 came rambling pastToot! Toot! Peanut Butter. -Detroit Free Press.

#### Not Thinking

First Workman: What do you think of the Irish question, Alf?

Second Workman: (after long pause) Blowed if I know what to think Bert. I don't know what I do think. I don't think I think anything about it.

#### Financially Speaking

"The woman always pays," quoted the professor.
"Yes," sneered the cynic, "but in nine out of ten cases you'll find that it's with her husband's money!"

There's a Reason First Nut—Why do you al-ways drink your coffee out of your saucer?

Second Ditto—Because if I drink it out of my cup the spoon gets in my eye.

A sailor on Long Island Sound went to a revival and got re-ligion. He left the schooner on ligion. He left the schooner on which he was working and shipped on a sloop. He ex-plained he was unable to serve two masters.



"MANSLAUGHTER" WILL MAKE HISTORY

(See Story on Inside Page)

### Our Personal Opinion of "Manslaughter"

We Think It Is as Good Work, if not Better, than Cecil B. DeMille Has Ever Done. Thomas Meighan and Leatrice Joy Give Marvelous Performance.

Another Cecil B. DeMille production has passed over the screen in the Home Office projection room before the eyes of every executive in the corporation, and so strong was the appeal in this production that many were surprised when told it was over 9,000 feet long.

Unlike many productions dealing with a vast story necessitating huge climaxes, it grips you from the start, for in the first few hundred feet is one of the most spectacular accidents of

the screen, which almost pulls you out of your seat.

You will look and look again and you will see that no one is doubling for Leatrice Joy or Jack Mower, the motorcycle cop, who, after chasing this speed demon, crashed into the side of her car and is thrown bodily over the hood against a tree, resulting in his death.

Tommy Meighan comes forth again for a good big share of his usual laurels in this production. His work is magnificent as the young District Attorney, prosecuting the girl he loves.

We could see and understand where either the trial scene would be silly or serious, in a case of a man prosecuting the girl he loves, but in this case it eclipses the serious stage and grips you, carrying you along with the general idea of the Ditrict Attorney's desire to do the thing he thinks best for the girl, that is, sending her to prison.

Again, unlike many productions, the action does not cease after she goes to prison, and many touching incidents are revealed by Leatrice Joy's clever portrayal as a prisoner thrown

into jail at State's Prison.

"Manslaughter" is a story we know that is hard to beat. It is a big super-production that will grip the farmer in Podunk as well as the banker in New York, and few big exhibitors who have had the pleasure of seeing this production to date, after booking it, have prophesied it as one of the biggest box-office attractions they will ever show.

Lois Wilson as the maid Evans, is again the charming Lois Wilson, having to portray a very difficult rôle as an honest thief.

And then there is Julia Faye as the wife of the death-ridden motorcycle cop who displays her ability as a screen actress in the court-room scene and at the death-bed of her husband.

John Miltern as the ex-Governor, carries with him the same interesting and attractive personage in this rôle thru the entire production.

George Fawcett as the Judge—well, why go any further on George Fawcett, we all know he is one of the best character actors on the screen and he lives up to this standard in this production, in fact the entire cast lives up to all Mr. DeMille has provided for them and in addition to those already mentioned, the following well-known cast appears: Casson Ferguson, Sylvia Ashton, Raymond Hatton and others.

You have a wonderful story, we'll say; Gecil DeMille at his best, an unbeatable cast, and continuity that holds your interest thruout the entire production without a thought to its length.

It is everything that S. R. Kent said it was in his wire to us from the West Coast. It will be remembered that Mr. Kent said it was Cecil DeMille's greatest effort—it certainly is.

"Manslaughter" is going to be one of the greatest productions this concern has ever given the exhibitor and his business.

AL TOPA

### Sara Lyons and Department Back in Home Office

Having been stationed at the Storehouse now for a year, Sara Lyons and her Exchange Service Department will come back to the Home Office this week.

It is only natural that Miss Lyons and her entire department will welcome the transfer, for in spite of their happy and wonderful surroundings at the Storehouse under Dan Hynes, the Home Office has always been the "home" haunts of this department.

Miss Lyons has just returned from the hospital after a severe illness of appendicitis and we trust that she will continue on the road to recovery and maintain her former good health

at a maximum.

"Sara" as she is known to many of her colleagues, is a most dutiful and faithful department head and is perhaps as widely known as any other person in the distributing end of the business, due to her constant touch and service rendered to the field.

Those in this department are John T. Murnen, George Wittman, Mary Newman, Sally J. Brown, Ida Wolfe, Catherine Epstein and Barbara

Linker.

### PEP'S LIMERICKS-Nº 2



The Friends of "Paramount Tim"
Often wondered what made him
so slim

The Eamily Physician Said, "Lots of Ambition — (sall that's the Matter with Him)

### HOW THEY STAND

(Week Ending Sept. 9th)

Exchange No.	Exchange Name	Week of Sept 2nd	PARAMOUNT WEEK	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
-1	Boston	6	3	5	10	5	3
2	New Haven	17	7	21	20	25	19
31	Maine	16	1	11	13	18	8
3	New York	9	26	25	21	23	25
4	Buffalo	5	4	4	5	1	1
5	Albany	7	8	13	12	7	9
6	Philadelphia	10	13	23	25	19	20
7	Washington	19	17	8	23	14	15
11	Detroit	23	15	6	2	8	11
8	Pittsburgh	21	22	19	19	17	22
10	Cleveland	24	9	24	11	24	24
12	Chicago	13	16	18	22	20	21
15	Milwaukee	12	14	20	6	22	17
16	Kansas City	15	6	16	17	15	13
17	St. Louis	8	2	26	26	26	23
20	Salt Lake City	20	21	15	16	16	18
21	Denver	11	12	7	9	6	7
22	San Francisco	2 ′	18	1	7	9	2
23	Los Angeles	4	19	2	1	10	5
24	Seattle	3	23	3	3	2	4
25	Portland	1	25	10	8	4	6
9	Cincinnati	26	11	14	18	13	16
14	Indianapolis	22	5	12	14	3	10
13	Minneapolis	14	10	17	15	11	14
18	Des Moines	18	20	9	4	12	12
19	Omaha	25	24	22	24	21	26

<sup>&</sup>quot;The figures in the above column denote the position of your Exchange on the week under which it is listed."



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

SEPTEMBER 18, 1922

No. 11

#### How Would You Do It?

Let every one of us theoretically step out of our positions for the time being and criticize the procedure we would follow to run that position.

Ofttimes we are a little hasty in advancing criticism of others when we have not looked upon our own faults in a real constructive manner.

Again many of us are of the opinion that we are receiving tardy recognition in our efforts to bring about a more efficient end to our particular little job.

We are speaking of each job or position as you wish to call it, for no matter how large or small the responsibilities, when they are carried out well, you are successful in your position and what more could anyone ask than to be a success.

Success piles on success when followed properly and the real ambitious person today is desirous of doing just that after he has achieved what others have called the finish line.

Whether by word or thought, you hold the opinions that are not just to your liking for others in running certain departments or their positions. You should place yourself theoretically in our position and say "how would I run that position?" or, likewise step out of your position and say, "how would I run my position?"

The literary have been overflowing of late with whys, wherefores and hows, in being a successful person in business, but there is only one in cold type that carries the sermon necessary to put yourself over in your capacity, that is, do your little or big job well and the rest will take care of itself.

Successful business men of today, known as the "higher ups" by many of us, are not at all overlooking the progress of departments under them for it was originally their knowledge, co-operation and understanding of these departments that made them a higher up and if you are doing your job well, the successful higher ups will certainly not overlook it.

Impatience is another big stumbling block in the progress of the younger element in particular, of reaching the goal and if this gets the best of an individual, he not only loses opportunity for the future, but loses the present, ofttimes necessitating starting at the bottom

### Watched Them Grow



Harry Ballance, Sales Manager for Division One, has certainly watched them grow in this business, especially many that have started with Mr. Ballance when he was Branch Manager at the West Coast.

He has seen them grow from the smallest desk to the Branch Manager chair and he naturally is exceedingly proud that many who have made this climb were his protegés.

PEP Web.

### Getting Co-operation

P. H. Stilson our General Traffic Manager reports that Manager Rosebaum of Frisco Exchange advised a few weeks back that he had requested the American Railway Express Company in his territory to co-operate with a view to expediting deliveries during Paramount Week.

Mr. Rosebaum suggested that the matter be taken up at large and Mr. Stilson in turn had the matter up with the Operating Vice-President of the American Railway Express, who, in turn, had the matter up with his various superintendents throughout the country.

As the Express people cannot show any partiality, the superintendents issued a circular to their various agents drawing attention to the fact that the motion picture industry would make a special drive for business during September and that all employees would favor the industry by doing everything in their power to hasten and carefully handle all film shipments, with a view to the best possible service being rendered.

Mr. Stilson trusts that this co-operation on the part of the express officials has been the means of helping the boys in the field put over the Paramount Week this year as the best in the history of our Company.

of the ladder again and as Bill Robson, our Pittsburgh Exploiteer says, "loyalty and intelligently applied effort are the best means to individual success, as well as success of the organization."

Bend every effort now—do your little job as you would have it done by the successful person—discard impatience—forget that your efforts are not being recognized and you will get there quicker than you anticipate.

### Climb Your Own Ladder

### New Omaha Exchange and Staff



Above is a photo of one of our newest exchange buildings, that of Omaha, Nebr.

After getting settled in their new quarters the exchange staff posed for the above photo for PEP.

In the photo left to right they are: M. Gold-

strom, Nell Hanon, Hazel Henry, Dorothy McCracken, Mamie O'Rourke, E. N. McFarland, H. L. Dean, Y. Darnell, J. C. Calhoun, L. B. Butler, R. D. Thomson, H. J. Tardy, Max Rehfeld, G. W. Jastram, M. Marsh, E. Banan, Ruth Bourke, Mary Doyle, Julia Leahy, Anne Tighe, Minnie Allai.

#### Notice

Will the Exchange who sent in Inter-Branch Shipping Memorandum, Form No. 44, No. 1026, dated September 7th, 1922, for item shipped to the PARAMOUNT THEATRE, Sistersville, W. Va., for 1 set 11x14 photos "RESTLESS SEX," kindly get in touch with Mr. G. B. J. Frawley, Exchange Accountant.

### Hiers Picks a Beauty

#### By Billie Mistele

Walter Hiers, en route to the West Coast, stopped off at Kansas City recently and made a personal appearance at the Newman Theatre.

personal appearance at the Newman Theatre.
However, happy Walter did not overlook a visit
to our exchange and a chat with all the members

of the office there.

While in Kansas City Walter was given the honor of picking the most beautiful girl from the many peaches out there to represent that city at the Atlantic City beauty parade.

### Some Shipping

#### By Billie Mistele-Kansas City

"IF WINTER COMES" is a well-known book by Hutchison, but judging from the Florida weather we have been having for the past two months there is a doubt in our minds if it will ever come.

Regardless of the extreme hot weather both our shipping and inspection departments have been working with their shoulders to the wheel and have established a record for themselves. The Shipping Department have been sending out on an average of two hundred shipments per day during Paramount Week, or about 1,400 for Paramount Week—and without a single mis-shipment or a blow-up. Credit for this excellent showing is due Mr. William Bruegging, our efficient and ever congenial shipping clerk. Mr. Bruegging has these two departments in excellent shape and receives whole-hearted co-operation from each and every member of these two departments. More power to you, William!



### IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

### Accessories Boys Up and At 'Em

The Accessories departments have sure been up and at 'em. Right on top of the record week ended September 2nd, they put over Paramount Week which was close on the heels of the record.

We have been telling you all about the sales made at the different exchanges. Now we want to invite you to tell us HOW you made these noteworthy sales. Don't neglect this. It will make our "Bin" more interesting to everyone.

Here are some of the noteworthy sales for Paramount Week:

San Francisco-83,598 fanfotos; 168,675 heralds; 985 publicity stills.

Dallas—366—24 sheets; 64,000 roto sections. Atlanta—119—24 sheets.

Philadelphia—49,000 roto sections.

Boston—824 insert cards.

New Haven—317 insert cards.

Milwaukee-11,200 fanfotos.

Chicago—31,500 fanfotos. Buffalo—10,000 fanfotos.

Minneapolis--116 gilt frames.

Albany-40-24 sheets.

Omaha—121—24 sheets.

The great question is, will you keep it up? Write us some articles telling what you intend doing to keep sales at top notch.

### Food For Thought

One-quarter page ad in average key city newspaper \$35 to \$50.

1000 roto sections \$10.00

Imprinting 3.00 (Approximate average)

Folding and stuffing,

if charged, 10.00

Total \$23.00

A roto section distributed in a newspaper means four pages of excellent novelty advertising-the kind everyone reads. You know how you look for the picture supplement.

Accessories men, think this over! It will move thousands of roto sections. No exhibitor can refute this sales proposition.

Roto sections cost him one cent apiece. They put a picture over with a bang! THINK IT OVER!

R. Schuler sent this thought in and it is an exceedingly strong selling point.

### Sales I Have Made

OMAHA-We sold 120-24 sheets, 3050 fanfotos and 30,000 heralds last week.

M. REHFELD. Access. Mgr.

CINCINNATI—128—24 sheets last week. This is about four times our usual weekly amount. SAM COHEN, Access. Mgr.

DENVER-100-24 sheets; 332 window cards; 231 inserts and 199 stills.

A. L. PROSKE, Access. Mgr.

That's great selling for Denver—good work, A. L.

### Sales Worth Mentioning

Week ending August 19th, 3,950 fanfotos. Week ending August 26th, 10,948 fanfotos, 16 gilt frames, 10,000 rotogravures.

Week ending September 2nd, 58,750 heralds, 5,050 fanfotos.

Week ending September 9th, 106 twenty-four sheets, 800 window cards, 2,150 fanfotos.

F. FRANCOIS, New Orleans Access. Mgr.

### Welcome!

R. J. Bassett comes to our fold as Accessories Manager at our Milwaukee Exchange. A hearty welcome to you, R. J.

### "BURNING SANDS" POSTERS





HERE ARE REAL POSTERS . . . PUT THEM ON DISPLAY . . . SHOW THE EXHIBITOR WHAT LIES ON YOUR BIN . . . THIS PAPER IS AN ASSET ANYWHERE

#### Some More Sales

Last week we sold 76-24 sheets. Our salesmen have started to work in earnest to sell accessories, and here are some of the results:

Mr. Allison has just handed me an order for 20 gilt frames and a standing order for 20 insert cards for all features to be used at the Nemo Theatre, Johnstown, Pa.

Mr. Eiseman sold the Alhambra, Cannonsburg, Pa., 10 frames and a standing order for 10 in-

serts-also 2000 Fanfotos.

Mr. Caskey sold the Lyceum, Kittanning, Pa., 6 frames and a standing order for 6 inserts, and he has booked up solid for nearly a year.

R. DAVIS, Pittsburgh Access. Mgr.

Our thanks to all you boys who know what real advertising means.

When I saw what Messrs. Schuler and Schneider could do in the way of selling accessories on the road, I got sore. So I went to Eau Claire, Wis., and sold \$1880 in accessories to one exhibitor. Among the items were 84,000 heralds, 36,000 Fanfotos, 12,000 roto sections.

I. FISCHER, Minneapolis Access. Mgr.

Get mad again, will you Irving? And then stay mad!

### Gluck Says:

"During the week ending September 2nd, we sold 46,000 heralds, 39 gilt frames, 169 insert cards, 7,500 roto sections and 9,500 fanfotos.

"Business surely is picking up and the pros-

pects for the future are very good."

M. GLUCK, New York Accessories Mgr.

### Window Cards Shipped

Just to give you an idea as to shipments from the Morgan Plant, F. H. Blakely advises us that over 22,000 (twenty-two thousand) window cards were shipped up to and including Sept. 7th.

Are you boys going to force him to ship more?

We'll see.



### Paramount Male Stars Win Popularity Contest

The "Cincinnati Post" recently held a popularity contest to determine the most popular motion picture stars. The results showed an overwhelming victory for Paramount:

Thomas Meighan lead with .....391 votes Wallace Reid came second .....372 "Rodolph Valentino third .....357 "

This was all very nice, but what made us feel the best was that the next in line was Richard Barthelmess with only 72 votes—all of which proves that Paramount Pictures are the most popular brand of motion pictures in Cincinnati.

#### Our Mascot



The Home Office baseball nine are the proud possessors of a live mascot whose name is Frank Losee McIlvain.

Frank is the nephew of Frank Losee, one of the most popular character actors of the screen today and is also the son of Manager McIlvain who pilots the Home Office baseball nine.

Frank Mellvain



### Ten Words Did It

Allan Moritz, Branch Manager at Buffalo, demonstrated diplomacy to a great degree last week. An exhibitor wrote a rather hastily and com-

plaining letter to Mr. Moritz, the tone of which was not expected from this particular exhibitor.
Mr. Moritz's reply to this exhibitor read: "I am surprised at the tone of your letter."

Very truly yours.

The exhibitor, a real fellow, upon receiving Mr. Moritz's letter, stated that his reply hit the spot and they immediately got together and things are fine now, the exhibitor having booked new product and requested that his letter be forgotten entirely.

Mr. Moritz realized this and instead of carrying along the argument sent this tactful reply with the result that even more pleasing relations now exist between our Buffalo office and this exhibitor than heretofore.

なられるよ

### I Esk You?

Perhaps one of the most unique exploitation and publicity stunts is that of Eli M. Orowitz, Philadelphia Exploiteer, executed in the Allentown Record, the largest newspaper in that city.

Arrangements were made with the editor whereby Mr. Orowitz would write a column for five consecutive days. This column was headed "I Esk You?" and was by "Emo."

It contained many humorous wise cracks about current events but the feature of it all was that after every wise crack he had the phrase "If You Believe It, IT'S So." Therefore, readers upon picking up the column, naturally had to read this phrase seven or eight times with the result that it has done a world of good for the running of this production in Allentown.

# Pep's Ticker

S. R. KENT WENT TO CANADA LAST WEEK . . . POLA NEGRI SOON TO LEAVE FOR WEST COAST TO START PRODUCTION "BELLA DONNA" . . . . H . . . . 2 . . . O . . . . OUTING TO ASBURY PARK A HUGE SUC-CESS . . . THREE HUNDRED CLUB MEM-BERS ON THE TRIP-STORY NEXT WEEK . . . GEORGE WEEKS MADE BUSINESS TRIP TO CHICAGO LAST WEEK . . . E. E. SHAUER EXCEEDINGLY OPTIMISTIC ON THE ENTIRE FOREIGN SITUATION—STORY NEXT WEEK . . . LOOKS HALE AND HEARTY AFTER HIS TWO MONTHS' TRIP . . . JOHN HICKS AND FAMILY ARRIVE IN AUSTRALIA THIS WEEK . . . X . . . Y . . . Z . . . TOMMY MEIGHAN READY TO START WORK AT LONG ISLAND STUDIO . . . MARY McLAREN TO SUPPORT ELSIE FERGUSON IN "OUTCAST" . . . CONRAD NAGEL TO PLAY OPPOSITE POLA NEGRI IN HER FIRST PICTURE . . . JACQUELINE LOGAN SIGNED UP FOR FIVE YEARS . . . L . . . W . . . SARA LYONS AND HER EXCHANGE SERVICE DE-PARTMENT MOVE BACK TO HOME OFFICE . . . SARA LYONS RECUPERATING AFTER A SEVERE ILLNESS OF APPENDI-CITIS . . . "MANSLAUGHTER" A KNOCK-OUT-SEE STORY . . . O . . . O . . . JOHN CLARK SPENT THE WEEK-END IN PHILADELPHIA-HE'S LEARNING TO PLAY GOLF . . . WATCH FOR OUR PAGE DEVOTED TO THE FOREIGN FIELD . . .

### Two Kinds of Productions That —

### Albert Deane's Ticker

Albert Deane, former Editor of Paramount Punch, and late of our Home Office Publicity Staff, is en route to Australia thru England, making stops of interest and at our various offices abroad.

By formal agreement with PEP, Mr. Deane is going to keep in touch with us by a little ticker of his own which you see below.

of his own which you see below.

This is our first installment and it looks very interesting.

100 4 4 4

### PEP'S TICKER—Traveling Dept.

Despatch No. 1

Paris, France

September 5th, 1922

In the Paris Office . . . Eyes Glued to the Type Keys Preclude Mention of Company Present . . . Must Record That Eyes Just Mentioned Are Mine . . . Crossing of Atlantic Too Calm . . But Kept Film Stars on Board Out of Sight . . . London, Was London . . . As It Always Will Be . . . Saw Ethel Clayton in "Sham" at the Stoll Theatre . . . Gave Mr. Graham and His Sales Manager, Mr. Goldman, a Good Laugh by Unconsciously Cracking the Bromide About London Being So Different from New York . . A Day in London and Then Across a Monotonously Calm Channel to Dieppe . . A Day in Rouen . . . and Shades of Times Square! There Are Automats in Rouen . . . Exactly Like Messrs. Horn and Hardart's Famous Institutions . . . Saw My First French Cinema in Rouen . . . Next Week They Will Show "L'Idole D'Argile," Which is None Other Than the Famous "Idols of Clay" . . . Paris is Glorious . . Our Offices Exquisite . . . Met Mr. Shauer, Mr. Graham, and M. Osso, Our French Manager . . . Have Tried to Link Paris Up With "PEP" . . . Best I Can Do Now is Paris Enthusiastic About PEP . . . More Anon . . Leave for Berlin, Copenhagen, Amsterdam, Brussels and Antwerp Tonight . . . . Shall Explore Paris When I Return . . . So Far as News is Concerned, Please Excuse Paucity . . . Beaucoup de Good Wishes à All.

ALBERT DEANE.

PEP My

#### MR. PEP SAYS:

My good friend, A. B. McCallister, said to me some time ago, "My baby boy makes an awful noise and thinks he's singing. We laugh at him. But he's not a blamed bit funnier than the man who imagines he's advertising simply because he sends out printed matter."

### The Exploiteers Tell Us—

There is no Exploiteer at present at the Omaha exchange. John Friedl, who is assigned to Des Moines, handled the Paramount Week advertising for the Nebraska office. Branch Manager Thomas was so impressed by Friedl's work that he has asked him to do some special exploitation in several of the Omaha towns, and J. F. will be on the job.

John Goring of Los Angeles recently effected a two-page merchants' newspaper tie-up in Calexico, Cal.—the first that town has ever seen. George A. Smith, our new Toronto Exploiteer likewise pioneered in Petrolia, Ont., and came away with a special 3-page section which included a full page of publicity which the newspaper donated in consideration of George selling the advertising space. Whenever any pioneer exploitation work is done, you'll always find a Paramount Exploiteer behind it.

When George Smith arrived at Toronto he found his film cutting experience stood him in good stead in preparing a Paramount Picture to meet Canadian censorship requirements. George was serial manager for Pathé for several years.

Max Doolittle has been commuting between Minneapolis and Sioux Falls where he has put the Paramount Princess Theatre very prominently on the map.

Harry Swift proves just as swift as the last time he was with the Saunders organization. His first act when arriving in Cincinnati was to grab the best window in town and it belonged to the principal department store that had never gone in for a tie-up before.

### Chicago Breezes By Dan Roche

George Ade is certainly "Our Leading Citizen" when it comes to acting as host. The Paramount Pep Club, forty strong, went down to his farm in Indiana August 28th by autos and nary a tire trouble. Talk about your chicken dinners—oh. boy. Then, there was golf, bowling, swimming, baseball, tennis and dancing to a jazz orchestra. There were no speeches—just fun and plenty of it. The party returned by the light of the moon, reaching Chicago all the way from 10 p. m. to 3 a. m. The strange part of it all was that nobody came "Back Home and Broke."

Our baseball team finished the season with the enviable record of 8 wins and 1 defeat. Herman Busch claims that the team would have won all it's games had the team which administered the one defeat not been such heavy batters. Some alibi.

Lou Goldman is wearing mourning these days. How come? Well, you see his Lizzie had an accident, was sent to a hospital, had an operation and now Lou has to paaaaay. Tough luck.

### Satisfy - Paramount

### Cincinnati Outbursts

Now that Paramount Week is over, singing seems to be the order of the day in our shipping room. In a corner, Charlie Kratz and Bill Underhill are humming an improvised little ditty: "Life is a jest and all things show it, I thought so once and now I know it;" while Joe Jungling, Gus Heineke and Carl Patterson are softly singing, "T"is the last straw of summer." All of which means that the multitude of film shipments for Paramount Week were handled with neatness and dispatch.

Harry Swift, our brand new exploiteer, is a hustler from the word "go." Already he is on friendly and professional terms with the business merchants of Cincinnati, Hamilton and Lancaster. Window displays, store tie-ups, double trucks in the newspapers, they are all part of his first few days' work here. Swift by name and swift by nature!

We are afraid to mention names, but the following experience happened to a certain young fellow in the office who has a reputation as a golfer. He saw her sitting in the dark and before she was aware of his presence he had kissed her. "How dare you," she shrieked. "Pardon me," he bluffed readily, "I thought you were my sister." She stepped into the light. "You silly goose," she giggled, "I am." He fainted.

Gene Haddow, office manager, was interviewing an applicant to fill a vacancy in the Accessories Department. "Do you drink?" inquired Gene, politely. "I'll take a small one, thank you," was the startling reply.

George Yule, salesman of Zone 6, brought back the following story. In a certain town in West Virginia it is still the custom to ring the curfew bell at nine o'clock. The other day a delegation of prominent citizens petitioned the Mayor to discontinue the curfew because they claimed that when rung at nine P. M. it woke them up!

### The Detroit Michiganders

#### Bill Phillips, Correspondent

We might say at this crucial point that Oscar Kantner, Exploitation Representative, takes out his PARAMOUNT PEP and reads it for encouragement when things go wrong! (They don't go wrong very often, but, even so, he does read his PEP all the time!)

Miss Nemethy, Maintenance Clerk, received a gift from some Good Samaritan the other day and when the office crew discovered that it was a bushel of peaches, there were frequent unnecessary trips to the Stock Room for everything from pins to binders!

She came across, too!

### Kansas City News

#### By Billie Mistele

Howdy, strangers! Come in—make yer'f ter hum. This is our spirit of welcome to Mr. Earl McClure and Mr. Geo. Hinton who have joined our sales force. We extend our hand in a good, old-fashioned gripping handshake. Mr. McClure has been assigned to Zone 8 and Mr. Hinton to Zone 5. So go to it, boys, live up to our expectations!

Miss Helen Wolfe, now acts as secretary to Mr. LiBeau, our District Manager. Miss Sarah Rosenzweig has succeeded Helen in the Booking Department, and both are well pleased with their promotions.

The Accounting Department has also added to their immediate circle Mrs. Faye Kimball as Form 40 Clerk. Mrs. Kimball has taken to her new line of work very nicely, and already feels like a real Paramounteer.

All shipping clerks of the various exchanges have been congregating at the rear of our exchange watching our boys work—they having nothing else to do—this being PARAMOUNT WEEK.

"Pop" LiBeau and our Branch Manager, Mr. Ben Blotcky, were scheduled to go to Sedalia, Mo., via railroad one day last week, but just as they got to the station it was announced that the train had been taken off—and so determined were these gentlemen to make Sedalia and sell Group 6—"Without a single alibi" that they drove down with none other but Mr. Blotcky at the wheel, and such a trail of dust as they did raise! It is a safe bet that they got what they went after.

### Sports

#### By Griffin

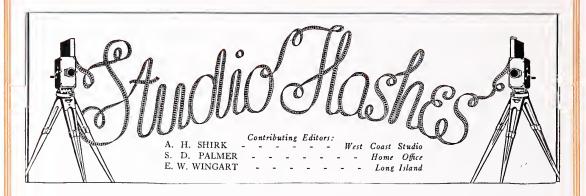
On Saturday afternoon, September 9th, ten members of the Paramount Pep Club invaded the tennis courts in Brooklyn for the first Annual Tennis Tournament.

This is the first time that tennis has become a real active end of our sporting division of the Club and enthusiasm marked future successes to these in the years to come.

The tournament was restricted to men's singles and after playing the preliminary rounds, Messrs. Norrington and Hollis, both members of our Auditing Department, qualified for the finals.

These finals will be played at a later date and it is expected that a large crowd will turn out to witness this new branch of sport in the Home Office Club.

Those that scuffled the red dust last Saturday were Messrs. Griffin, Raibourn, Healey, Jacobs, Norrington, Parrott, Collyer, Gartner, Platt and Hollis.



### All Around Paramountown

By Shirk

Thomas Meighan has finished "The Man Who Saw Tomorrow," and is in the East. He will make his next picture, "Back Home and Broke," in the Long Island studios. It's another George Ade original and the star, with his director, Alfred Green, who leaves shortly, will have a final confab with the noted humorist at his Indiana homestead during a stop off en route to Manhattan. Lila Lee goes along as leading woman; likewise the talented actor, Laurance Wheat.

George Melford left for the East also, where he will make "Java Head," by Joseph Hergesheimer, who will collaborate on the scenario with Waldemar Young. Leatrice Joy, Jacqueline Logan and Raymond Hatton will be among the featured players in this big story. The exact locations of the story will be used in the pic-

ture version and the interiors made at the Long Island studio.

Wallace Reid in "Thirty Days," is doing some excellent work and this comedy under the direction of James Cruze is swinging merrily along. Wanda Hawley is leading woman and the adaptation is by Walter Woods from A. E. Thomas and Clayton Hamilton's play.

Agnes Ayres and Paul Powell, star and director, respectively, together with an excellent cast, are engaged on "A Daughter of Luxury." Beulah Marie Dix, the author, spends much time on the set, working hand in hand with the director and company.

Penrhyn Stanlaws and company are back from San Francisco where they went for exterior scenes in "Singed Wings," featuring Bebe Daniels. They are now working in one of the finest bits of realistic setting that the Paramount art experts have built in a long time—showing quaint cobbled streets and old buildings in the purlieus of the city by the Golden Gate. E. A. Bingham and Ewart Adamson are the adaptors of the story by Katherine Newlin Burt. They are coming to a big fairyland sequence shortly, for which some very unusual scenery and costumes are being prepared. Miss Daniels enjoyed the stay in San Francisco but was glad to get home again.

They took Jack Holt away out to a small town, several miles from Hollywood, to dump him in the mud for scenes in "Making a Man." "One thing is sure," remarked the star, after puddling around in the mud for several scenes, "this man

(Continued on page 15)

### "Ebb Tide" Characters



Between scenes of "Ebb Tide," George Melford's latest picture, Raymond Hatton says to George Fawcett, "you see, I'm known in the business."

Fawcett replied, "so I see and so am I."

Both were prompted to these remarks by finding their picture in a fan magazine which Hatton is holding.

Raymond Hatton is on the left and George Fawcett on the right.

### Pola Negri Captivates All

### Displays Charming Personality at Luncheon Given by Our Corporation in Her Honor

Last Wednesday Sherry's was the scene of an informal and impressive luncheon given in honor of Miss Pola Negri, new Polish screen star, added to our family of celebrities.

Many of the officials of the corporation were present, as well as the press, and after meeting Miss Negri personally, they adjourned to the private dining room at Sherry's for a delightful

luncheon.

Mr. E. J. Ludvigh acted as toastmaster, and the first to speak was Mr. Adolph Zukor, our President, who in brief welcomed Miss Negri to this country as well as our big family and stated that although this was his first opportunity of talking with Mis Negri, he gathered a most wonderful impression of her ability for future screen productions in this country.

He further stated that the stories planned for Miss Negri are of the highest calibre and that with American Directors, supporting players and powerful stories, she will be one of the biggest

attractions for the screen public.

Mr. Ben Blumenthal, who accompanied Miss Negri on her initial trip to this country, spoke in brief for her and expressed her sentiments regarding her entry into this country and the motion picture field.

He stated in part that Miss Negri is so overwhelmed with the wonderful reception accorded her, that she did not know where she was and she was most happy to come to this country under the Paramount Banner and make pictures.

The newspapers were unanimous in their praise of Miss Negri, all giving favorable impressions of this Polish star.

Miss Negri will leave for the coast in time to start work on "Bella Donna," her first vehicle on this side of the water, to be under the direction of George Fitzmaurice, work to begin about September 25th.

A most hearty welcome is extended Miss Negri from the Famous Players family and we are

proud to have her as one of us.

### Added to "Notoriety"



Kathlyn Williams has been added to the cast of William de-"Notoriety." de-

Kathlyn Williams in private life is Mrs. Charles Eyton, wife of the General Manager of our West Coast studio and is extremely well known thruout the industry, especially our own organization.

The picture was taken in her home recently and is the very latest photo to date.

Kathlyn Williams

### Showing Her



The electrician on the set for "The Impossible Mrs. Bellew," just recently finished at the West Coast Studio, is showing Gloria Swanson what happens when he throws over the main switch lighting an elaborate Turk-Russian ball room scene.

### Jacqueline Logan Signs for Five

Another noted screen actress has been added to our list of permanent players in the person of

Jacqueline Logan.

The admirable work of Miss Logan in George Melford's production, "Burning Sands" in which Wanda Hawley and Milton Sills were featured, has won much praise from critics and public alike and so pleased were the executives of our Corporation that Miss Logan, according to announcement of Mr. Lasky, has been signed for a five year contract to play leading rôles as a member of the Paramount Stock Company.

Jacqueline Logan, beside being an exceedingly beautiful woman, is an accomplished dancer, having received her early training in the Ziegfeld Follies. But above all she is a talented actress, capable of real emotional heights and possessing

a strong sense of comedy values.

### Taking a Squint



Between shots of "Ebb Tide" Jacqueline Logan, garbed as a South Sea native woman, sits in a director's chair to watch proceedings. Miss Logan's part in this production is unique in every phase and the character is said to be ideally suited to her.

Jacqueline Logan

### Betty and Her Violin



Betty Compson once played the violin in an orchestra at the Mission Theatre, Salt Lake City. She still strings a mean bow—for herown amusement.

The photo was snapped between scenes of "Kick-In" in which she is featured with Bert Lytell and May McAvoy.

### No Mud in Hollywood

They've taken Jack Holt all the way to Norwalk, California, for the purpose of ducking him in the mud. The real purpose is to allow Jack to duck himself into the mud. Nor has he been slinging mud about the studio to bring this punishment on himself.

The secret is that the continuity for "Making a Man," directed by Joseph Henabery and in which Holt is starred, demands that Jack, in getting out of his automobile when it sticks in a mudhole, mis-steps and sits down in the puddle himself. In the role of Mr. Winsby the dignified, wealthy snob, the scene is unusually funny, since the downfall of dignity always calls for a laugh.

A search of roads in and around Hollywood failed to develop one that might serve the purpose, so the location trip had to be made. And besides, the fall will be taken out of public sight—for it would be embarrassing to sit in a mud puddle while several hundred people looked on, even though it is for pictures.

### MacLaren to Support Ferguson

Mary MacLaren, who played the leading feminine rôle with Wallace Reid in "Across the Continent," has been added to the cast of Elsie Ferguson's new picture, "Outcast." She will play the important rôle of Valentine. Miss MacLaren recently played the queen in "The Three Musketeers" with Douglas Fairbanks and has been appearing in Cosmopolitan pictures lately.

### Nagel to Play Opposite Negri

Among the many interesting announcements made by Mr. Lasky at the West Coast studio last week was that Conrad Nagel had been chosen to play opposite Pola Negri in "Bella Donna." Mr. Lasky said Mr. Nagel is admirably fitted,

Mr. Lasky said Mr. Nagel is admirably fitted, both in appearance and temperament to play the easy-going, unsuspecting and devoted husband of the fascinating and charming Mrs. Chepstow in this Robert Hitchins story.

Mr. Lasky also announced that Betty Compson's next picture, following "Kick-In," will be an original story written especially for Miss Compson by Julia Crawford Ivers, entitled "The White Flower." The scenes are laid in Honolulu. All location scenes will be made in Honolulu and vicinity, where Mrs. Ivers recently spent several months studying the locale in working out the details of the story.



### Tommy Arrives

Tommy Meighan blew into the big town last Monday, looking just as good as ever and bringing with him his famous smile and cheery personality.

Tommy is exceedingly anxious to get started on his new picture at the Long Island studio, entitled "Back Home and Broke."

Next week we are going to tell you a little story about Tommy playing Property Man, securing one of the most exclusive yachts in the country for a scene in his last picture.



### Well Surrounded



Just before Tommy Meighan left the West Coast, Pep's cameraman caught him with three beauties on the sct.

beauties on the set.
Surrounding Tommy left to right are Eva Novak, June Elvidge and Leatrice Joy.

It is needless to say Tommy has that youcan't-make-me-mad expression in his face and we can't blame him.

### Talking It Over



Between shots the "Ebb Tide" cast assembled around the table to hear George Melford's opinion on the scenes just taken and those to be shot.

Around the table they are Raymond Hatton, Jacqueline Logan, Noah Berry, Geo. Melford, Lila Lee, Jas. Kirkwood and George Fawcett.

### Melford Here

Director George Melford, Waldemar Young, scenarist, Leatrice Joy, Jacqueline Logan, Raymond Hatton and members of Melford's production unit arrived last Monday from the West Coast to begin production of "Java Head," Joseph Hergesheimer's novel, at our Long Island studio.

Work on the picture will begin immediately with the company going to Salem, Mass., where exterior scenes will be taken. Some of the Oriental scenes already have been photographed

on the West Coast.

### Discussing Production Plans



The above trio was snapped by PEP'S cameraman at the West Coast studio between scenes of "The Impossible Mrs. Bellew."

They are discussing situations with Monte Katterjohn for the scenario "His American Wife," which is Sam Wood's next picture for Gloria Swanson.

Reading from left to right they are Monte Katterjohn, Sam Wood and Gloria Swanson.

### Our Designer



Ethel Chafin

Many times we have read and not been unmindful of the fact that Ethel Chafin has indeed done her work well in the designing of many beautiful gowns worn by our stars and leading women at the west coast.

Miss Chafin is our chief designer and is kept exceedingly busy not alone in keeping up with the styles, but in keeping ahead of them, and it is a task to design gowns worn in productions that will perhaps not be shown to the public for months

later. It takes a keen, observant mind and eye to display the proper style at the proper moment.

Miss Chafin is certainly doing this.

### All Around Paramountown

(Continued from page 12)

will have feet of clay." Joseph Henabery is directing and pretty Eva Novak, who has just finished an important rôle with Thomas Meighan in "The Man Who Saw Tomorrow," will be the leading woman. A. S. LeVino did the adaptation of the story by Peter B. Kyne.

"Kick In" is at its dramatic heights just now. George Fitzmaurice is putting all kinds of fine touches in this version of Willard Mack's play, adapted by Ouida Bergere. Scenes where the district attorney finds his daughter at the home of a crook, the sensational moments when the body is carried past a cordon of police, etc., are now being made. Betty Compson, Bert Lytell and May Mc-Avoy are featured in this picture.

Work will start in the near future on "His American Wife" starring Gloria Swanson, a Sam Wood production, adapted by Monte M. Katterjohn from Hector Turnbull's story. Miss Swanson is now in the throes of moving to her new home in Beverly Hills.

George Melford is working with an octopus at the island location used in "Ebb Tide." Lila Lee and James Kirkwood are also busy in these sequences. They are featured with Raymond Hatton, George Fawcett, Noah Beery and Jacqueline Logan.

"Sacrifice" is the next Mary Miles Minter picture and Charles Maigne is to direct. Others in the cast are George Fawcett, Casson Ferguson, Robert Cain, M. B. Flynn, Betram Grassby and others. Some lovely French modes will be worn by Miss Minter in this powerful picture from the novel by Stephen French Whitman. Will M. Ritchey is adapting it.

### A Man Who Has a Job Has a Chance



## The Pepville Gazette



Vol. 7. No. 11

MONDAY, SEPTEMBER 18, 1922

Price: You'll Never Know

#### THE PEPVILLE GAZETTE PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Same Place

Weather:

Getting Very Much So

#### So Long

Ikey and Izzy were separating after an evening together, when Ikey said: "Au revoir."
"Vat's dat?" asked Izzy.
"Dat's 'good-bye' in French."
"Vell," said Izzy, "Carbolic Acid."
"Yat's dat?" asked Ikey

"'Vat's dat?" asked Ikey. "Dat's 'good-bye' in any language."

#### Going Some

Clarence Ward, salesman of Zone 4 at the Cincinnati Ex-change, insists that he heard

change, insists that he heard the following conversation:
First Constable: "Did yer git that feller's number?"
Second Constable: "No, he was too golderned fast for me, that was a perty lookn' gal on the back seat, wasn't it?"
First Constable: "She sure was."

was.'

#### Saved

A friend of mine fell asleep in the bathtub with the water running.

Did the tub overflow? Nope; luckily he sleeps with his mouth open.

#### Personal Dynamics

"Samho, I don't understand how you can do all your work so quickly and so well."

"I'll tell yoh, boss, I sticks de match of enthusiasm to de fuse of yenergy—and jest natchur-ally explodes, I does."

-The Leatherneck.

#### Safety First

"Come right on in, Sambo," the farmer called out. "He won't hurt you. You know a harking dog never bites."

"Sure, boss, Ah knows dat," replied the cautious colored man, "but Ah don't know how soon he's going to stop barkin'." -The Leatherneck.

### Last Minute News

JUST SAW "THE OLD HOMESTEAD"—IT IS POSITIVELY WONDERFUL—YOU'LL LAUGH AND CRY WITH THE REST OF THEM. STORY NEXT WEEK

MANY CHANGES IN CANADA. STORY NEXT WEEK

"MISSING MILLIONS," WITH ALICE BRADY, HAILED BY THE PRESS AS AN EPOCH IN CROOK PICTURES

### JOHNNY FLIVVER AW! - YOU'VE GOT IT ALL WRONG! - YOU'RE SUPPOSED TO BE A "YEG" - GIMME THAT BLACK-JACK! -

NOW - HERE'S WHAT YOU DO-

# -YOU CREEP UP STEALTHILY UPON THE RICH OLD 1 BANKER - SEE? - HE'S NOT AWARE OF YOUR 2 APPROACH





KNOCKING THE IDEA INTO HIS HEAD!



"To Have and To Hold", Amazingly Wonderful (See Story on Inside Page)

### E. E. Shauer Optimistic on Conditions Abroad

Finds Greatest Popular Interest in Our Productions Thruout the Continent of Europe and Looks For Record-Breaking Year in These Countries

E. E. Shauer, Director of our Foreign Department, with Mrs. Shauer, returned on The Majestic, September 12th., from a business trip, occupying two months in Western, Southern and Central Europe.

While abroad Mr. Shauer not only investigated conditions in the motion picture field, but availed himself of every opportunity in conferring at length with some of the biggest authorities

on general conditions thruout the continent.

The most impressive thing about conditions in Europe today, in my opinion, is the hopefulness existing in the motion picture industry and its prospects for the future," said Mr. Shauer.

"While political and general conditions abroad may not be all that is desirable," he continued, "there is a more distinctly hopeful outlook for the motion picture industry insofar as it applies to the distribution, exhibition and exploitation of the highest grade American films. More than ever I am convinced that we who are giving the highest thought and artistic endeavor to the production of the high-class stories, need have no fear of losing any of our world mar-

kets to foreign producers."
"Everywhere I went I found the greatest popular interest in our pictures," said Mr. Shauer. "Our business in Great Britain, France, Belgium, Scandinavia, Italy and Spain is better than ever and the extensive preparations being made by the exhibitors in these countries for still better conditions in the industry give promise of another record-breaking year for us in these countries."

Mr. Shauer lost no time in sounding out various authoritative individuals on the future outlook of industrial conditions as well as our own, and even on his return trip he talked at length with many men, their conversation being ex-tended until they reached the shores of New

It will be remembered that Mr. and Mrs. Shauer were accompanied abroad by Mr. and Mrs. John H. Hicks, Jr., and John Hicks, 3rd, the Hicks's having gone via London en route

to Australia.

### Chase 'em Away



### Changes in Canada

When G. E. Akers came into the Home Office last week, he announced the following changes in

our Canadian organization:
Mr. P. J. Hogan succeeds Geo. A. Margetts, former Manager of St. John, who has been transferred to Winnipeg as Branch Manager, succeeding Carl H. Weeks, who is transferred to Toronto as Branch Manager, succeeding M. A. Milligan, who is transferred to the United States. Mr. F. H. Marshall formerly salesman in Minneapolis, has been promoted to Branch Manager of Calgary Exchange, succeeding A. J. Ferte, who is transferred to the Home Office in Toronto on Special Sales Work. Mr. E. A. Whelpley formerly of St. John Exchange; but more recently of the Booking Department, Chicago, has been promoted to salesman in the St. John Exchange, succeeding H. T. (Tubby) Long, who has been transferred to Toronto as salesman, succeeding P. J. Hogan.

T. F. Doubiggan, is a recent acquisition to the Montreal Exchange as salesman, and from all reports has started like a record breaker. H. E. Doyle, formerly Accessories Manager of the Toronto Exchange has been removed from that Exchange to the Toronto Home Office as Accessories

Manager for all of Canada.

### Are They Sold?

We'll say they are. When "Manslaughter" was screened at the Detroit Exchange last week, the following unsolicited and enthusiastic telegram was received by Mr. Kent. The telegram read:

Have just viewed private screening of "Manslaughter" - the theme its teachings and its excellence surpasses anything in the history of motion picture production - its echo marking in the history of the screen its possibilities in this territory unlimited it will gain momentum day by day anywhere during its presentation public spirited citizens will endorse its municipal and State government should be strongest supporters of it - its exploitation and advertising angles have never been approached in any other picture - we feel certain that production will captivate picture-going public everywhere its success is inevitable

H W Given S S Fountain H F Goodamote J B Dugger Oscar Kantner W T Phillips

These boys are entirely sold on the immense possibilities of this production and it is needless to say that their records will show it in a short More power to them. time.

### HOW THEY STAND

(Week Ending Sept. 16th)

Exchange No.	Exchange Name	Week of Sept 2nd	PARAMOUNT WEEK	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
1	Boston	6	3	6	7	5	5
2	New Haven	17	7	16	14	20	16
31	Maine	16	1	7	13	19	7
3	New York	9	26	26	22	24	25
4	Buffalo	5	4	5	4	2	2
5	Albany	7	8	12	12	8	8
6	Philadelphia	10	13	15	16	15	14
7	Washington	19	17	17	26	13	
11	Detroit	23	15	19	2	7	15
8	Pittsburgh	21	22	24	21	14	24
10	Cleveland	24	9	23	9	23	23
12	Chicago	13	16	18	23	21	21
15	Milwaukee	12	14	25	6	25	20
16	Kansas City	15	6	9	18	17	10
17	St. Louis	8	2	20	24	26	17
20	Salt Lake City	20	21	14	15	16	18
21	Denver	11	12	8	11	18	11
22	San Francisco	2	18	2	10	6	1
23	Los Angeles	4	19	1	1	9	3
24	Seattle	3	23	4	3	1	6
25	Portland	1	25	3	8	4	4
9	Cincinnati	26	11	13	20	. 11	19
14	Indianapolis	22	5	11	17	3	9
13	Minneapolis	14	10	21	19	10	12
18	Des Moines	18	20	10	5	12	13
19	Omaha	25	24	22	25	22	26

<sup>&</sup>quot;The figures in the above column denote the position of your Exchange on the week under which it is listed."



### "BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees

FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

SEPTEMBER 25, 1922

No. 12

#### Salesman vs. Order Taker

By Jad

Perhaps all of us at some time or other have been accused by someone connected with other distributing units of being "order takers."

We are in doubt whether to feel complimented or not when they tell us that PARA-MOUNT pictures do not require a high order of salesmanship to sell them but that they sell themselves. Of course we know they are partly right. The value of the Trade Mark and the proven consistency of the product supported by superlative service and backed by a costly and persistent advertising campaign will create the demand for PARAMOUNT pictures even before we interview an exhibitor. What these competitors perhaps do not realize or will not admit is that real salesmanship is essential to place our product 100 per cent. in a town, to obtain prices in keeping with their value and secure consistent play dates in spite of the unusual demand that exists for our product.

It is not hard to sell PARAMOUNT pictures to most any exhibitor at a price by following lines of least resistance. Here is where the line of distinction is drawn between a salesman and an order taker.

Is it a sign of weakness to admit that in our sales career we have at some time or other submitted a contract which we felt could have been bettered by greater concentration at the time of the sale? A practice of this, however, would indicate our unfitness and the effect on our mental capacities would undermine us in our own estimation.

What a glorious sensation it is to come away from each successful and hard-fought sales interview with the spirit of achievement, with the knowledge that we have done our very best. What a contrast this feeling makes with the hang-dog air and expression that inevitably results if in our own conscience we know we have followed lines of least resistance to secure a signature to a contract.

Let our sales conscience be our guide.

#### Men We Know



"Say Eddie, did you get that check thru for me?"

"Eddie is the cash drawer still open?"
"Hey Eddie, am I too late to get \$10.00?"

These are a few of the favorite slogans that are abounding in the Cashier's department at the Home Office under the supervision of E. A. Brown.

Mr. Brown aside from holding down the cashier's desk has been exceedingly active in the affairs of the Home Office Paramount Club, being Treasurer, and Chairman of the Entertainment Committee.

It was his managing ability that put the big Paramount Ball over 100 per cent. last year.

### Extra! We Win Motion Picture Baseball League Pennant!

Mae Murray to Give Cup; Arthur Loew to Give Dinner; League to Present Pennant; Spalding to Give Medals!

By fighting a game, up-hill battle from the time the first ball was thrown to open the season until the final put-out, our representatives on the base-ball diamond at last succeeded in bringing the prized bunting to the Home Office. Mathematically speaking, the race for first place was close, but the manner in which the Paramount team disported itself on the field in each game never left much room for doubt as to the final outcome.

This year, the winning team enjoys the distinction of being able to claim four separate rewards. Mae Murray, through her Eastern representative is to present a cup; Arthur Loew is to give a dinner after an exhibition game with Metro and Paramount this week; the League is to present a pennant, an A. G. Spalding is to give individual medals to the players.

Below is the final standing of the clubs.

PEP soon.

FINAL STANDING

TIME SIMBING	
Won Lost Per.	
-PARAMOUNT 11 3 .786	
Goldwyn 10 4 .7·14	
1st National	
Metro 8 6 581	
Pathe 6 8 .429	
Vitagraph 6 8 .429	
- Hodkinson 4 10 .286	
Universal 1 13 .071	
Watch for a photo of the "Big Leaguers" is	n

### A Good Take-off Means A Good Jump

### Paramount Pep Club Outing Grand

Asbury Park, New Jersey, Plays Host to Three Hundred Members on Saturday, September 16th

On Saturday, September 16th, three hundred members of our Home Office Paramount Pep Club boarded a special boat and rtain en route to Asbury Park for a day's outing and holiday at the courtesy of Mr. Zukor.

With an ideal day in their favor, they de-trained at North Asbury Park and went direct to the Arcade on the beach which was reserved for their exclusive use for the entire day.

Cox's orchestra accompanied the club from New York and furnished music for the dance

A special lunch and supper were served at the Balconades of the Arcade and everybody ate heartily, having worked up a supreme appetite

after the long trip down.

During the afternoon many enjoyed swimming, special bath houses being engaged for our use; others played golf at the Asbury Park Golf Links thru arrangements of Oscar Morgan, and others availed themselves of an opportunity of seeing the surrounding country.

The return trip was made by special train at 8:30 P. M. and the day went over without a hitch, much to the pleasure of the committee in charge, all of whom worked untiringly to make the outing an enjoyable one and 100 per

cent. pleasure proof.

#### **PUBLIC CURIOUS**

When the three hundred detrained at the quaint North Asbury station, the curious had turned out in large numbers to witness what they thought were three hundred members and all "actors and actorines." No doubt this opinion was constructed in the public's mind by the many flattering notices the local papers gave the club before its arrival, and from all appearances we fooled them at that and many individuals at the Home Office were hastily picked out by the ever curious public as Elsie Fergusons, Thomas Meighans, Betty Compsons, Pola Negris and others.

Great credit should be given the committee in charge of arrangements who devoted many hours effecting arrangements, getting special privileges and bringing about results that brought high praise from every member of the club for such a good time.

Motion pictures were taken during the day and many had a chance to display their acting

ability before the camera.

Those responsible for the successful holiday were: Engene J. Zukor, President of the Club; Oscar A. Morgan, former Vice-President on the Arrangement Committee, and the following gentlemen on the General Committee: Messrs. Brown, Wylie, Frawley, Spidell, Stilson, Woodfin, Tom Walsh, Alvine, Norrington, Sussman and many others.

### Outdoor Life for Them.



These two Misses from the New York Exchange, believe in the outdoor life, even to the extent of their desks in the office which are placed side by each at a wide open window, their garb, however, being of a different design when they occupy these desks, from that in the photo.

The lady on the left is Miss Sue Jacobs and on the right Miss Paula Grill.

### The Detroit Michiganders

Bill Phillips-Correspondent

Pessimistic citizens sometimes claim that there is no reward for hard work; haven't you heard 'em say "Aw, that won't getcha nothin'; you're foolish to work overtime and not get no pay for it.

But, when Dave Ross was promoted to Booking Manager at Detroit, it was his reward for realfor-sure, honest-to-goodness use of elbow grease.

Dave always was on the job and he always will be. Bookings hum right and left and there are so few exhibitors who aren't lined up on the "41" that PARAMOUNT will have to get out another "41" in order to have something for Dave to do.

George "Paramount" Weeks hesitated in Detroit for a few minutes last Saturday. Why can't a good man stay a while when he passes through?

### Kingsmore Promoted

H. P. Kingsmore, Exploiteer, at Kansas City, is another one of the boys to be recognized for his consistent efforts in the field.

Mr. Kingsmore has been taken on by the Theatrical Department under Mr. Franklin and will report October 2nd to assume managership of The Strand Theatre in Pawtucket, R. I.

Congratulations are in order to Mr. Kingsmore.

### A Birthday

R. W. Saunders had a birthday last week and his fellow workers expressed their greeting in the form of a letter of congratulations signed by some one hundred of his co-workers.

Mr. Saunders is our Comptroller.



### IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

### Accessories and Their Relation to Sales

By John J. Curry

Accessories Manager—Des Moines Exchange

Are accessories merely a few photos, 1-sheets and 3-sheets, and a handful of heralds, or are they huge, powerful sales factors, filling the exhibitors' coffers?

I believe they are the latter. The sufficient use of accessories can either make or break a presentation. Let us assume that no billing has been done, no heralds used, only the lobby photos and a few incidentals, such as slides, etc., were put into use. What is the result? A scattered cold audience, and a flat presentation.

Then, on the other hand, let us assume that every accessory available was put into use. Every board used and the entire community billed. Every spot available literally crying out the message of the exhibitor. The result? Crowded houses, a warm, congenial atmosphere, a receptive audience, and a successful presentation. In other words, accessories formed the one big connecting link in the chain, that completed the publicity campaign, sold the public, crowded the house, and made a worthy program successful.

Ninety-nine times out of a hundred it works out this way.

And, how does this affect sales? In this way—the exhibitor buying our pictures and exploiting them properly, with suitable and sufficient accessories, has made money—hence he is induced to buy more when the salesman comes again.

Therefore, selling accessories is the same as selling film.

If it's worth running it's worth advertising,

### Sales Worthy of Mention

Some of the high lights of our business for week ending September 16th as follows: 2700 one-sheets, 180,000 heralds, 1310 insert cards and 2800 window cards.

R. P. COLLINS, Boston Accessories Mgr.

### Two Salt Lake Boys



On the left you have Roy Price, our ambitious clerk in the Accessories Department of our Salt Lake office and on the right is A. K. Shephard, stock clerk in the same department of that exchange.

These two boys are in the race on Paramount Week and claim they are going to deliver the maximum of accessories to exhibitors in the Salt Lake district.

### A Letter

Andy Jackanic, our Cleveland Accessories Manager, received the following letter:
Dear Sir,

I am certainly more than pleased with the accessories in your new productions and wish to compliment you on the service you have been rendering.

I wish to thank you for your promptness in filling all my orders.

Yours truly,

WM. F. SEITZ.

### Krueger Says-

Karl Krueger, Accessories Manager at Seattle

in a letter to Mr. Shauer says:

Since taking over the work in the department, I have started off with direct requests, by mail, to the different ehibitors for items which they have failed to include in their orders and which I believe would be quite valuable to them. I am also sending them order blanks, price lists, and at different times, sample heralds to help estimate accessories sales.

So far, by this mail-order method, we have been able to dispose of about 40 insert frames and have had a considerable increase in the sale of heralds

and the working off of 3c. window cards.

We are also concentrating our efforts on the Roto sections and you will notice that in the last week we reported a sale of 2,000. This was in a town of 5,000 population. We have also received a standing order for 1,000 on all future productions on which they are made.

This form of mail information is always welcome both by the exhibitor and ourselves so don't be backward in keeping it going.

### "Thanks," Says Albany

We wish to thank thru the columns of PEP Mr. Blakely of the Litho Department, Mr. Hynes of the Storehouse and their able assistants, for their wonderful cooperation.

Due to their energy and service, we have been able to supply every exhibitor with the material requested during the recent rush, prior to PARA-

MOUNT WEEK.

J. B. RUANE, Albany Accessories Mgr.

### Pictorial News Bulletin is Our Newest Service Idea

"The Paramount Pictures News Bulletin" is the latest thing in our service evolved by our Publicity Department and being put over successfully with the co-operation of the field staff of the Exploitation Department. This bulletin, printed on fine coated paper 17 by 14 inches, consists of an illustrated news feature of particular timeliness in connection with the re-

lease of our pictures.

For instance, in connection with the release of "The Dictator," starring Wallace Reid, the bulletin carried a late and exclusive photograph of Lenine, dictator of Soviet Russia, addressing a huge gathering in Petrograd, just before he was taken ill. Cut in, in the upper right corner, is a still from "The Dictator," showing Wallace Reid and Lila Lee. At the bottom of the sheet is the billing of the picture.

These news bulletins are furnished free to exhibitors and not only make fine lobby display features but may be used in store windows and posted in conspicuous places throughout the town.

The news pictures are copyrighted and furnished by the Elliott Service Co., of New York.

### A Famous Sextette



Here we have six of our pretty young damsels from the Indianapolis Exchange, caught by PEP'S cameraman during their lunch hour recently.

Reading from left to right, they are: Helen Finnegan, Winifred Waldron, Miriam Fetsch, Eula Nicely, Ramona Bertram, Zenda Bertram.

### Oh-For Paramount!

You can hear it on the surface car You can hear it on th' "L," And in the subway, too, of course And railroad cars as well.

'Tis heard on every busy street And every boulevard, Nor need one pause to listen Th' least "wee bittie" hard.

Down in th' bowels of th' earth,
'Tis heard where miners toil,
And 'bove th' clouds where airmen
Do gravitation foil.

In chapel, church and synagogue, 'Tis heard, between each prayer, And heard it is at every One-horse-town country fair.

In short, 'tis heard wherever
Two or more persons meet—
The words are uttered just as soon
As they each other greet.

What is heard so very often
This time every year,
Is "Would, O—oh, would that Paramount
Picture-Week were here."

A. C. BROWN, Chicago, Illinois.

### "To Have and To Hold" A Great Picture

Fitzmaurice Has Done Wonders With the Story and Made It One of the Finest Productions For the Screen This Season

You need hold no fear whatsoever regarding George Fitzmaurice's production "To Have and To Hold.

The gripping story, superb action, work of stars and supporting players and continuity, puts

it easily in the big super special class of productions for this year.

The fact that it is a costume picture does not detract in any way from its possibilities; as a matter of fact, it enhances the production as a whole and lends beauty to the picture, making the leading players stand out like diamonds in this beautiful adventurous tale of love.

The performance of Betty Compson as the ward of King James, played by Raymond Hatton, is flawless and we think that Bert Lytell gives the performance of his career in this pro-

duction.

Theodore Kosloff as the King's favorite, playing for the hand of his ward in opposition to Bert Lytell still goes one better in this picture, and you almost find yourself hissing him for none other than his wonderful results in the portrayal of the villain.

The exteriors and interiors are without fault and at no time during this production are you away from the story, because from the first foot to the last you are carried into the days of the

colonies and courts of England.

The sword duels between Koslof and Lytell, in the latter part of the production, are positively breath-taking and the ability of fencing displayed by these two men puts them in the class of past masters with the blades.

Executives after witnessing the showing of this production at the Home Office, were amazed at the manner in which it gripped everyone in the room right up until its final fade-out.
"To Have and To Hold" ranks with the best

of them and the box office will tell the tale.

Don't forget that in this particular story costumes enhance its value to the screen and these costumes are true to the times of the old colonial days carrying with them all the rarity in beauty desired.

### Date-Getters



Here is a trio of date-getters from the New Orleans Exchange, in other words they comprise the inside workings of our Booking Department at

In the photo left to right they are: J. J. Fabacher, Irma Long, V. A. Martin.

### Cincinnati Scintillations

By Samuel Cohen
Let us be sure that in our zeal to perfect the details of our daily tasks, we do not lose sight of the main reason for being here—to render satisfactory service to our exhibitors.

The following dumbbell definitions have been tickling the risibilities of the entire personnel during the past week:

An inventor is a man who can make anything

but money.

A statesman is a politician out of a job.

A lawyer is a person who mixes things up so he will get the job of unmixing them.

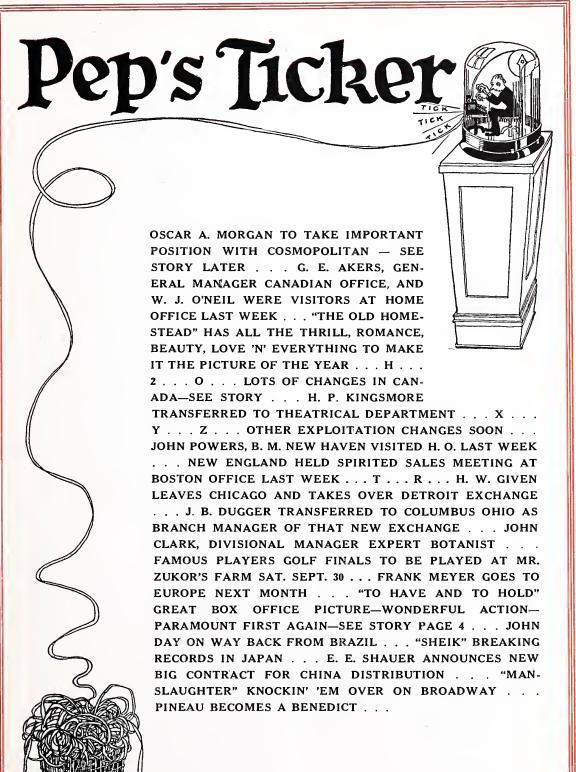
A linguist is a man who can be silent in more than one langauge.

Neal Hagarty of the Accessories Department was in a reminiscent mood the other day. "I recall a fight I had in my younger days in which the odds were all in my favor." He paused re-flectively. "Well," someone prompted him. "Well," said Neal with a grin, "that fellow whipped me until I was perfectly disgusted.

Art Holah, Sales Manager, tells this one on himself. "I was invited to a banquet one day where I had been requested to make a few remarks. Everything was going along fine and I was mentally rehearsing what I was to say. Suddenly during a lull in the general conversation, the toastmaster at whose right I was sitting, leaned over and in a hoarse stage whisper said, Will you speak now or will you let the guests enjoy themselves a little longer?"

Question: Is there anything that Frances Brown can't do? In addition to being a crackerjack booker and having more than her share of feminine pulchritude, we have just discovered that she is an expert steno-typist and is not averse to using her ability along that line in a pinch. Verily the eighth wonder of the world!

If Mrs. Bob Laws had read the following telegram that Bob Laws, Booking Manager, received, what would she have said? The telegram read: DON'T FORGET YOU PROMISED TO GIVE ME THE THIRD KISS TOMORROW AD-VISE. And the telegram was signed "Annabelle Ward."



### Don't Waste Time Looking For A Life Preserver-

### Zukor Talks Over Radio



When Adolph Zukor talked over the radio from Newark recently on the inauguration of our Fifth Annual Paramount Week, PEP'S cameraman caught him in action.

Mr. Zukor's message was broadcasted from Westinghouse in Newark and was heard at a wide radius thruout the East.



### St. John Chatter

By R. M. Carson

The St. John office is mourning the loss of one of it's most valuable employees, namely, Miss Edna Garnett, who left our employ last week, for no other reason than to take unto herself a "hubby." Before leaving Miss Garnett was presented with a beautiful chest of silver, together with a very fine address by Mr. Margetts. If Miss Garnett proves as good a housewife as she was revisor, her husband is surely very lucky and we feel sure that both parties will "live happy ever after."

The office was in tears this week on receiving news that our most esteemed Manager, Mr. Margetts, had received a transfer to the Winnipeg Branch. While we are sorry to see Mr. Margetts leave us, nevertheless we are glad to hear of his well-deserved promotion and we offer our heartiest congratulations and good wishes for the success which we know will be his in his new undertaking. Before leaving, the staff presented Mr. Margetts with a beautiful wardrobe trunk.

We want to extend a hearty welcome to Mr. P. J. Hogan who is succeeding Mr. Margetts as Manager here and we feel sure that he will find a hearty spirit of co-operation in the St. John office. We are very much impressed with Mr. Hogan and we know that he is going to be very successful in this territory.

### With the Exploiteers

By Bam

Les Whelan's "Manslaughter" campaign, a tie-up with the Public Safety and Police officials is rapidly spreading all over the continent. The Exploiteers are all on their toes to see who can effect the most gigantic campaign. Eli Orowitz, of Philadelphia, got three towns under way in one day. That's going some.

Russell Moon, of New Haven, worked the whole night through, preparing flags and banners for a New London, Conn., exhibitor on "Blood and Sand." We'll say that's the true Paramount service spirit and it's not the first time it's happened in the Exploitation Division, either.

Wayland Taylor, 'Frisco, is the happy recipient of a score or more of recent unsolicited letters from exhibitors telling him of the splendid help he has been to them. When you find exhibitors writing in like this you can be sure that real service is being given.

D. H. Finke, Albany, was a welcome visitor to the Home Office last week. He told of an exhibitor to whom he had twice proffered aid but had been given the cold shoulder. Then when the exhib. saw what Dave did for an opposition house, he wanted him, too, and wrote an urgent "please help me" letter. Which only shows that they may be "hard-boiled" at first but sooner or later they always know a good thing when they see it.

Spencer Sladdin, Cleveland, has been doing some splendid and constructive work in Akron and Canton, Ohio, where he not only has broken all house records but has worked hand in glove with Branch Manager Fontaine in lining up these exhibitors as better Paramount customers.

Oscar Kantner, Detroit, is selling exhibitors all over his territory, the idea of running a special full-page newspaper ad he has prepared for them, advertising Paramount Pictures in general and especially publicizing the 41. It's a mighty attractive ad, with pictures of the principal stars, and the Detroit salesmen are helping Oscar "sell" it.

PEP SAN

MR. PEP SAYS:

IF YOU ARE DOWN AND BEING KICKED—DON'T LAY THERE WAITING FOR ANOTHER KICK.

### When You Ought To Be Swimming

### Chicago Breezes

#### By Dan Roche

Division Manager George W. Weeks blew in on us last week and it was a case of "smiles" all over the Exchange. You know his smile is contagious and it is no wonder that even the office boy and the elevator girl had a grin from ear

District Manager H. A. Ross came over from Detroit and Branch Manager Durlam mosied in from Milwaukee to greet Mr. Weeks and the Exchange resembled a convention for a day or two, last week.

The boys of the salesforce tendered Herb Given a luncheon just prior to his departure for Detroit to assume his new duties. Branch Manager C. C. Wallace acted as master of ceremonies and at the conclusion of the luncheon presented Herb with a handsome leather toilet case from the "boys." Those present were Harry Manning, Lew Goldberg, Herman Busch, Neal Agnew, Chas. Epperson, Jack Wolfberg, Dan Roche, Harry O'Brien, Otto Bolle and Al Hayman. The girls in the Exchange not to be outdone by the men, presented Herb with a handsome gold pen and pencil set. Our best wishes go with Herb in his new assign-

Ernest Welpley, the happy and pleasant little member of our booking force left last week for St. Johns, Canada, where he will join the Booking Department. Their gain is our loss for he certainly made many friends while here.

### Winnipeg Exchange

#### By L. Margolis

We were all sorry to learn that Mr. C. H. Weeks, our Manager, is leaving us very soon, though we are glad to know that it means welldeserved promotion for Mr. Weeks. We understand that Mr. Weeks is going to our Toronto Exchange. Good luck to you, Mr. Weeks, in your new position!

The Winnipeg Exchange expects to move into the new film building around October 15th.

Bill More, Salesman of the Winnipeg Exchange, has just returned from a three-weeks' trip on the road. "More" is his name and "More" is his motto, when it comes to getting contracts. Bill is going out again on the road in a couple of days. Bill, "More" luck to you!

Accessories sold week ending Sept. 9th, in the Winnipeg Exchange:

303 One-sheets, 181 Three-sheets, 116 Six-Sheets, 57 Twenty-four-sheets.
We have some "Crewe" in our Accessory De-

partment!

#### From Detroit



To show that our Buffalo cameraman is on the job, we are reproducing a photo of Miss Lillian Hammond of the Detroit Exchange Contract Department.

This photo was snapped by a member of the Buffalo Exchange when Miss Hammond visited the Niagara Falls recently and dropped in to say hello to the bunch in Buffalo.

Lillian Hammond

### 是是認定學問

### How Did You Die?

Did you tackle the trouble that came your way With a resolute heart and cheerful,

Or hide your face from the light of day With craven soul and fearful?

Oh, a trouble's a ton or a trouble's an ounce, Or a trouble's what you make it,

And it isn't the fact that you're hurt that counts, But only, how did you take it?

You're crushed to earth-Well! Well! What's that!

Come up with a smiling face, It's nothing against you to be knocked down

But to lie there, that's the disgrace. The harder you're thrown, the higher you'll

Be proud of your blackened eye. It isn't the fact that you're licked that counts, It's HOW did you fight and-WHY?

And though you be done to the death, what then?

If you've battled the best you could,

If you've played your part in the world of men
The critics will call it good. Death comes with a crawl, or comes with a

pounce, And whether you be slow or spry,

It isn't the fact that you're dead that counts, But only, HOW DID YOU DIE?

Submitted by GEO. SCHAEFER, N. E. District Manager.



### The Stroller

By A. H. Shirk

Some idea of what it means to gather the necessary detailed information and material for a Paramount Picture is illustrated in "The Man Who Saw Tomorrow," Thomas Meighan's latest, directed by Alfred E. Green.

They had to find how a South Sea Island chief dresses. How elephants are caparisoned at the Indian Durbar. Just how the Premier of England's office looks.

What a lawn fête in England is like. And these are only a few of the details that the Research Department had to dig up from all sorts of sources. The National Geographic supplied pictures of a real South Sea Island chief. No, he doesn't wear a plumed headdress and appear like a wild man of the woods. He wears a pith helmet, a blue coat, whiskers and—that's all. It's enough in those warm climes, you see.

They reproduced the Premier's office at Ten Downing Street from photos—perfectly.

And so on.

James Cruze finished "Thirty Days" in a lot less than that length of time and is now preparing for his production of "The Covered Wagon." Wallace Reid is going to add laurels to his fame as a laugh getter and stellar favorite as well by "Thirty Days." It's chock full of fun and pep and ginger. Pretty Wanda Hawley makes a charming leading woman.

They dressed Leatrice Joy up as a Chinese girl the other day for "Java Head," which George Melford is to do in the East—and she looked positively wonderful. Jacqueline Logan and Raymond Hatton are also going to be featured in this picture. Miss Joy plays the little Chinese wife who is brought home to New England and plumped down amidst utterly unfamiliar surroundings.

Jack Holt has escaped the mud and is now dressed in evening or dinner attire for scenes in "Making a Man," which Joseph Henabery is directing.

They have abused Jack considerably in this story, making him roll around in a mud hole with his good clothes on, and now presumably they're trying to make it up to him by dolling him up in the soup and fish.

Eva Novak, a beautiful blonde, is leading woman.

Bebe Daniels has worn the moth costume for "Singed Wings," for several weeks now and is getting accustomed to carrying around wings. 'It isn't so hard after you get used to it," she smiles. Penrhyn Stanlaws has a lot of work yet on this big picture in which Conrad Nagel has the male lead and in which Ernest Torrence (Continued on page 15)

### You Know Her



This is the latest photo of Miss Swanson and a new headdress that she recently purchased in

The headdress is of seed pearls and metal cloth and is a Callot model.

It is needless to say it is exquisitely charming and worn only as Miss Swanson can wear

### Second Story Addition Being Built

In order to make additional room for the Administration Department of the Lasky studio, a second story is being added to the main building facing Vine Street. When completed, this floor will house the Auditing Department, which is now on the lower floor. New and spacious offices will be arranged for various officials.

### On the Set

Long Island Studio With Matty Cohen

Billy Clark, our Chief Accountant, and "Little Abe" Cohen, his assistant, strolled into the office of Jack Gain, our assistant Studio Manager. They were barely in the place when, without a word of explanation, Billy made a mad dash for the door. "Where ya goin'?" sung out Abe. "Back to the office" shouted Billy "I forgot to lock the safe."
"What ya worryin' about" queried Abe, nonchalantly "Ain't we both here?"

In the projection room. John Bonn, Chief

Cutter, and John Healy, projectionist. Healy—"So you had a nice time on your vaca-

tion?"

Bonn—"I should say so. Why, one day while out fishing, I pulled in a big feller measuring eighteen inches long and weighing every bit of eight pounds. What a fish; and just when I had him safely netted, I heard a noise behind me. Turning around I saw a game warden, and at the same time I suddenly remembered that it was against the State game laws to fish in that particular stream."

Healy—"Well, what happened?"
Bonn—"Not much. I simply jumped on the fishes scales and got a weigh!

Fade in on medium shot of Victor Fleming, director and E. Lloyd Sheldon, scenario wizard, looking at a script. NITA NALDI passing in the immediate background. Close up of "Vic" and Sheldon discussing script. Very close up of "Vic." He looks interested. Speaks TITLE:—"Wonderful lines, BEAUTIFUL LINES." "Vic" finishes title. Close up of Nic. She have "Vic" finishes title. Close up of Nita. She hears "Vic" speak the title. She shows she is very much pleased. She speaks TITLE: "Oh! Mr. Fleming, YOU FLATTER ME." Quick fade out.

Apropos of Miss Naldi, heres a hot one. Scene: On the set at noon time. Cast: Arthur Reed, assistant cameraman, and Paul Vogel, the same. Here's what happened. Says Arthur "—and I still think that Miss Elsie Ferguson is the neatest of all the screen favorites." "That may be true" Mall, Jr., "but everyone knows that Miss Naldi is NITA."

Teddy Pahle, another star assistant, drifted in to the studio the other morning with his clothes all mussed up. Gilbert Warrenton, our leading Cinematographer (Wow! that was a tough one—I mean the word, not Gil) looked at Teddy for a moment giving him the up and down. Gil wanted to know "how come your clothes are in such a terrible condition?" "Oh!" sighed Teddy, with an angelic smile "that's the latest wrinkle." Incian angelic smile "that's the latest wrinkle." dently, Teddy aspires to be a song writer. His latest effort (?) is called "In the Autumn When the Levys Begin to Fail."

Billy Buckley, our blue print expert, was showat the picture and shook his head. "It don't look like you all," he said. "Wassamatter with it?" growled Billy. "Well, I'll tell you," answered Hughie: "You have your hand in YOUR OWN

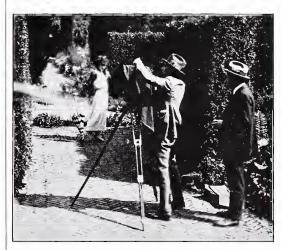
pocket."

### New York Critics Acclaim De Mille's "Manslaughter" a Cinema Triumph

New York newspaper critics, in reviewing Cecil B. De Mille's "Manslaughter," now running at the New York Rivoli, seem to be practically of the same mind as their professional relatives in Los Angeles, Chicago, and San Francisco, all of whom agree that the picture is De Mille's greatest accomplishment thus far and that it will prove one of the outstanding box-office successes of recent years.

The praise of the reviewers is well distributed, for the author, Alice Duer Miller, and the scenarist, Jeanie Macpherson, in every case are credited along with the producer and the featured players, Thomas Meighan, Leatrice Joy, and Lois Wilson, with their just due in the division of the honors.

### Shooting Miss Brady



Here we have the cameraman at the Long Island Studio on the job taking pictures of Miss Alice Brady on one of the beautiful Long Island estates for exterior scenes of "Anna Ascends," Miss Brady's latest picture, the second one to be made in the East since the opening of our Long Island Studio.

"Pink" Wingart, Studio Publicity Manager, can be seen standing in back of Bill Eglinton,

the cameraman.

### Meighan's Next "A Peach of a Picture," Says Lasky

On top of his great success scored in the leading rôle of Dan O'Bannon in Cecil B. De Mille's "Manslaughter," Thomas Meighan has every reason to be gratified over the fact that his next picture, "The Man Who Saw Tomorrow," seems certain

to entail no setback in his popularity.

Waiting for Mr. Meighan at the Lamb's Club, Monday morning, was a telegram from Jesse L. Lasky, which read as follows: "Just saw first rough cut of 'Man Who Saw Tomorrow' and it is a peach of a picture. It will prove popular and successful. Your performance splendid as usual. Regards."

### John Davidson and William David in Support of Elsie Ferguson in "Outcast"

Two noteworthy additions have been made to the cast of Elsie Ferguson's new picture, "Outcast," which Victor Fleming is now directing at the Long Island studio. John Davidson, one of the best known and most experienced screen villains, who played in Cecil B. De Mille's productions, "Fool's Paradise" and "Saturday Night," will have the rôle of a Spanish heavy, while William David, who played with Charles Cherry and Francine Larrimore in "Scandal," and was prominent in the production "The Copperhead," has been assigned to an important rôle.

### Wally and Jocko



Wally Reid, playing in "Clarence," and Jocko, the trained monkey, are talking over the political situation of the day.

Jocko seems a little bit serious over a remark Wally has just handed him; however, you will get a better look at the production when it hits the screen.

### Outshining the Arc



Bebe Daniels far outshines the sunlight arc following her around.

Although Miss Daniels appears to be clinging to the standard, any sunlight arc would need her support to shine.

Bebe Daniels

#### Our Friend Leatrice



The Cameraman caught Miss Leatrice Joy in front of her apartment house in Hollywood, Calif., that serves as home.

We have become much better acquainted with Miss Joy since seeing her remarkable performance in "Manslaughter."

Leatrice Joy

### Vamped



Here is Nita Naldi and Bill Johnson, the latter being Property Man for "Anna Ascends" company, taking exteriors at Long Island.

Miss Naldi is exceedingly popular with the personnel and is always glad to pose for PEP'S cameraman with any of the boys on the set.

Nita Naldi

### William de Mille Starts New Production

William de Mille was scheduled to start September 18 on his new production in which Bebe Daniels and Lewis Stone are playing the leading rôles with Kathlyn Williams, Adolphe Menjou, Winter Hall, Edward Martindel, Bernice Frank, Maym Kelso, and others in important parts. Clara Beranger wrote the story especially for Miss Daniels. It deals with a young girl whose head is turned in the struggle for fame but who finds love and happiness in the end. This rôle is believed to be ideally suited to Miss Daniels who will also have an opportunity of wearing some striking and daring costumes.

### American and French Star



A star of the French stage meets a star of the American films. Mademoiselle Liane Salvor, on the right took part in the Gloria Swanson pic-ture "The Impossible Mrs. Bellew." It was Mademoiselle Salvor's first experience in

pictures and she was delighted with the entire

She is leading lady of the Champs Elysees Theatre, Paris.

### Elsie Ferguson Rides in Seaplane

Elsie Ferguson and the company making "Outcast," filmed seaplane scenes in Larchmont Bay last week. Miss Ferguson is rescued from the water by David Powell and carried to safety in the seaplane. Director Chet Withey and Ernest Haller, cameraman, rode in the plane from the Columbia Yacht Club at 81st Street and the Hudson River to Larchmont Bay in order to be sure that it was safe for Miss Ferguson and Mr. Powell to ride in.

### Wait Until You Hear Them



Above is "The Old Homestead" quintette and their character portrayals are so really real that we maintain you will hear them when you see them.

In the famous quintette, left to right are: E. J. Brady, Theodore Roberts, Ethel Wales, Kath-leen O'Connor and Fritzi Ridgeway.

### The Stroller

(Continued from page 12)

does remarkable work as a simple clown with a crochet in his brain.

Jungles in Africa!

They'll have 'em in "Sacrifice," which Mary Miles Minter is doing under Charles Maigne's direction. And they'll find them in or near Hollywood, because you can find anything there from the wilds of Canada to the heart of India. Wild animals and everything are available. There's even a man who trains tarantulas and snakes and breaks them to picture use—and makes a good business out of it, too. Some job for a nervous individual, eh, what?

"To Have and To Hold," is an epic. It is one of the most beautiful as well as thrilling stories that has ever been portrayed on the screen and George Fitzmaurice has done himself proud. Also the marvelous cast—Betty Compson, Bert Lytell, Theodore Kosloff, Ray-mond Hatton, W. J. Ferguson and others. And the sets—oh, boy! They "beggar description" to use the cub newspaper reporter's favorite phrase.

And then Mr. Fitzmaurice forgot all about Kings and courtiers, fine gowns, pirates and planters, and turned to "Kick In," a modern crook story with Betty Compson, Bert Lytell and May McAvoy. And there's a suspenseful play if ever there was one—it will keep the spectators on the very edges of their chairs from start to finish or I miss my guess.

Agnes Ayres is busy still on "A Daughter of Luxury," directed by Paul Powell, and believe me, she has to work harder than any daughter of luxury ever did. It's a picture with a real plot and plenty of dramatic action, but with a very delightful ending—lovers united and everybody satisfied except the ones who don't deserve to be.

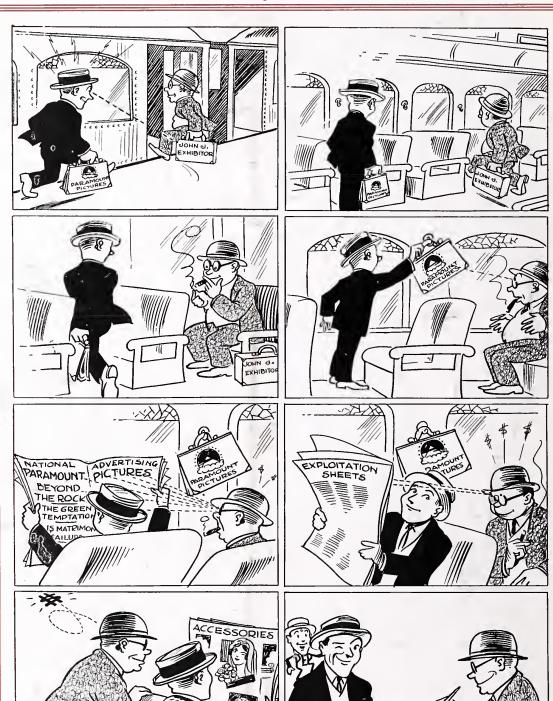
They're working day and night at the West Coast studio, building the second story to the administration building. Powerful lights at night enable the second shift to keep going till morning and then the day crew gets busy. The building is going up like one of the sets they build over night on the big stages. More room! That's the reason—they had to have it.

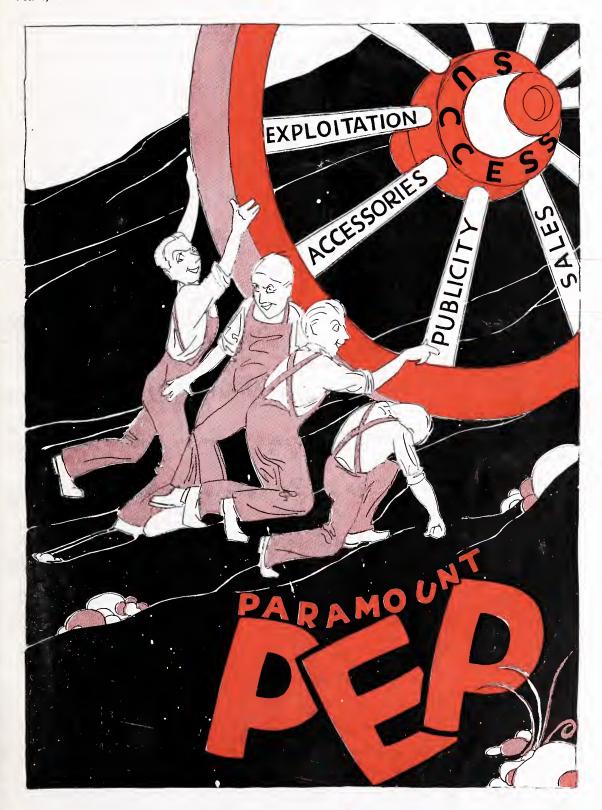
Lila Lee came in and wished us good-bye the other day as she was leaving for New York to be Thomas Meighan's leading woman in "Back Home and Broke." Lila is a cheerful person whom everyone likes and she'll be welcomed back again to the studio when she completes her work in Long Island. Alfred Green will direct and leaves shortly. This is George Ade's second one for Meighan, you know.

Everyone's waiting for the lovely and exotic Pola Negri.

Gloria Swanson is all moved in now-and her Beverly Hills home is a perfect gem—with spreading lawns and everything. A fine setting for the beautiful Miss Swanson.

### The Silent Drama of the Paramount Satchel





Put Your Shoulder To The Wheel, Boys

### When the Sale is a Good One

G. A. Durlam, Branch Manager at Milwaukee, gives a splendid analysis of a contract and a salesman as relates to sales.

Durlam says—A Sale is a good one—IF—

The contract assures us maximum playing time. The contract has complete playing schedule with all dates set in.

The contract has maximum number of produc-

tions including specials.

The contract is made on a right price schedule. The contract indicates plenty of deposit.

The contract contains expiration date.

The contract does not contain any additional agreements than those printed in contract.

The salesman has a thorough understanding with account in connection with our requirements when bookings are held up.

The salesman has impressed account with the necessity of advertising productions if they are worth showing at all.

The salesman has impressed account with the necessity of buying maximum accessories to put over our pictures.

The salesman has at least sold accessories for the pictures he knows need exploitation in a big way.

The account knows exactly what he has bought.

The account knows our policy in its entirety as it affects his contract.

The account understands just what is involved in the way of financial obligation on his part if he becomes delinquent on dates.

The account is the logical one to handle our pictures.

The minute we really get sold on PARA-MOUNT that minute will we take contracts that answer the above requirements. AND DOLLARS WILL BE DOLLARS ALL THE TIME.

### PEP'S LIMERICKS-Nº 3



There was a young fellow —
NAMED GRAY
WHO COULDN'T MAKE JALESMANSHIR

BUT IT'S DIFFERENT NOW
CHUSE 'BER' SHOWED HIM HOW
HOW
BOY

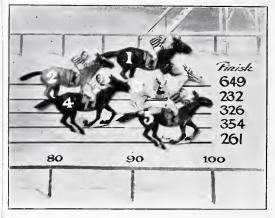
# Exciting Finish Paramount Sweepstakes — Buffalo Track

Mickey Rose Wins the Floral Horseshoe

#### By Powers

Mr. Buxbaum arrived at Buffalo just in time to see the finish of one of the most exciting races of the 1922 season—the 5th Annual Paramount Sweepstakes.

In the parlance of the turf, it was anybody's race at the start but at the quarter HOLDEM-OUT under hard driving, whisked away from the rest and on the straightaway led the field all the way. The unusual happened on the home stretch when Fater, riding RECORD BREAKER, withdrew from the race and Wolfe substituted as the main contender for first money. Elliott took over Wolfe's riding crop and made a desperate effort to bring READY MONEY to the front. In the last few yards all five jockeys brought their horses in under punishment and finished in the following order, as shown in the photo:



Position	No.	Jockey	Entry
1	5	Rose	Holdemout
2	3	Wolfe	Record Breaker
3	1	Kempner	S. R. O.
4	4	McCarthy	Capacity
5	2	Elliott	Ready Money

It was a wonderful race, in fact, the best ever run under Paramount Colors. Starter Allan Moritz had his five thoroughbreds at the post only one minute and the instant the barrier was lifted they were all off to a flying start, fighting every inch of the way for first position. The favorites ran true to form and when they passed under the wire in front of the judges' stand it was neck and neck for win, place and show. In bringing the Fifth Annual Paramount Meet to a close, Mr. Buxbaum promised the boys a banquet to be held in New York just prior to the West Coast Convention.

### HOW THEY STAND

(Week Ending Sept. 23rd)

Exchange No.	Exchange Name	Week of Sept 2nd	PARAMOUNT WEEK	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
1	Boston	6	3	6	8	6	5
2	New Haven	17	7	16	16	23	15
31	Maine	16	1	7	21	21	8
3	New York	9	26	26	24	24	25
4	Buffalo	5	4	5	2	3	3
5	Albany	7	8	12	7	8	9
6	Philadelphia	10	13	15	12	17	13
7	Washington	19	17	19	25	13	23
11	Detroit	23	15	21	22	19	24
8	Pittsburgh	21	22	20	17	14	14
10	Cleveland	24	9	24	3	18	21
12	Chicago	13	16	18	14	22	20
15	Milwaukee	12	14	25	6	26	22
16	Kansas City	15	6	9	19	20	11
17	St. Louis	8	2	22	10	7	7
20	Salt Lake City	20	21	14	11	16	18
21	Denver	11	12	8	9	10	17
22	San Francisco	2	18	2	13	9	1
23	Los Angeles	4	19	1	1	5	2
24	Seattle	3	23	4	5	2	6
25	Portland	1	25	3	14	4	4
9	Cincinnati	26	11	13	20	12	19
14	Indianapolis	22	5	11	18	1	10
13	Minneapolis	14	- 10	23	23	15	16
18	Des Moines	18	20	10	4	11	12
19	Omaha	25	24	17	26	25	26

"The figures in the above column denote the position of your Exchange on the week under which it is listed."



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
11s Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Val 7

**OCTOBER 2, 1922** 

No. 13

### Are You Building?

We heard this one the other day and its applied psychology fits every-day life. The story is this:

Three men with a wheel-barrow were working around a rock pile. A traveler passed.

"What are you fellows doing?" he asked. "Breaking rock," said one.

"Earning five dollars a day," said the other. "Helping to build that cathedral over there," the third replied.

Here are three men-yes, three salesmen in their class of work, each holding their ultimate opinion of their daily task. The laborer today is a salesman just as you and I and his duty to those by whom he is employed is to DO HIS WORK WELL, at the same time holding an ultimate thought as to just what he is working for.

The chap who said he was helping to build the cathedral you can bet will be the "foreman of the gang" before long, for he had passed the stage of constant thought upon his daily earnings in dollars and cents and broken the rock so well that his mind was on what was being built.

We are all breaking rock in this big business enterprise but are we interested in its

disposition?

The success cathedral of Famous Players lies primarily in the breaking of the rock, but unless we are building with the rest we will ALWAYS be breaking the stones and looking for our five bucks a day-no more.

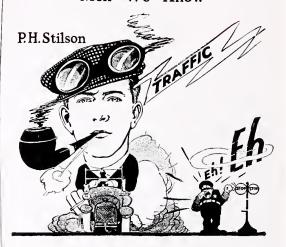
Let's all be foremen on the job—build with Paramount and Paramount will build for you.

Draw up your blue prints-put in the best of material-use real brick and stone-build on a solid foundation-then Paramount will furnish the inside.

There are a lot of vacant lots that could stand a good building, and, too, there are a great many buildings that are sorely in need of repair.

To these your interest should be centeredthen after you have made the necessary improvements, return to the accounts you have in your books and whether you think they need attention or not-be a good Paramount con-

### Men We Know



Zip! Look out boys here comes our Traffic Manager, Palmer H. Stilson of our Foreign Department under E. E. Shauer.

Palmer's hobby is "motoring" and oftimes while worrying about a certain shipment to South Africa or the South Pole, he blows right on by the traffic ccp who manages to get a quick glance at a trail of smoke-no, not from the car but his famous pipe.

### He's a Model Now



M. S. (Mike) Landow, Sales Manager at the Philadelphia Exchange, now comes in for his share of popularity in being the target for the wellknown artist, Miss Dorothea Fisher. When Miss Fisher chanced a little visit to our Exchange there recently she sketched this charcoal drawing of our friend Mike, better known as Philadelphias Young Rajah.

M. S. Landow

### Notice

Will the Exchange who forwarded Inter-Branch Shipping Memorandum No. 624, for two slides on "ONE A MINUTE," shipped to the STAR THEATRE, New Hartford, Conn., kindly get in touch with Mr. Frawley immediately?

tractor and see that the occupants are well satisfied.

When an exhibitor sees your display of interest after he has booked and is playing, you can place a safe bet on future business and everlasting goodwill.

## In A Successful Theatre A Picture Must Be Paramount

## Morgan Goes to Cosmopolitan

After Eight Years With Our Company He Resigns to Accept Position of General Representative of International

Oscar A. Morgan, one of our oldest employees and for the past two years Assistant Manager of our Foreign Department under E. E. Shauer, has resigned that position to become affiliated with Cosmopolitan Productions.

Mr. Morgan takes the title of General Representative, working directly under George Meeker, General Sales Manager, and will main-

tain headquarters at our Home Office.



Mr. Morgan first became connected with our big family just eight years ago when he took the management of our Paramount Theatre in Newark, N. J. From there he was transferred to our Philadelphia office as a general representative for Exploitation, later being made Head Salesman, Sales Manager and Assistant Manager. Five years ago he was promoted to Branch Manager of our Washington, D. C., Exchange, in which capacity he served until being made Assistant General Sales Manager to S. R. Kent, General Sales Manager, among his other duties being the Editing of PARA-MOUNT PEP.

Two years ago he joined our Foreign Department under E. E. Shauer, Assistant Treasurer of our Corporation and in charge of our Foreign Department.

(Continued on page 10)

#### A Well-Known Trio



When G. E. Akers, General Manager of our Canadian offices, and W. J. O'Neil, General Auditor, visited the Home Office last week, PEP'S cameraman caught the above trio on the roof in a characteristic pose.

It is needless to say the gentleman in the center of the group, George W. Weeks by name, feels quite at home with these two gentlemen, he having been formerly in charge of our Canadian offices.

As usual "Jerry" wears the grin that won't come off, one that has made him famous thruout the organization from coast to coast.

Reading from left to right, they are: Messrs. Akers, Weeks and O'Neil.

## Coming Into Prominence

The following appeared in a recent issue of "Life":

The world's prosperity, it is announced at The Hague, "is now a paramount object." It's wonderful how important these big motion-picture companies are becoming.

## Our Friend Albert



Albert Deane

Just before Albert Deane, former Editor of the Australian Paramount Punch and late of the Home Office Publicity Department, sailed enroute to Australia, we caught him looking over the latest copy of PEP on the roof of the Home Office, 485 Fifth Avenue, New York.

As stated in a previous issue, Mr. Deane will keep us posted on interesting news

abroad, by his little ticker.



## IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

## "San Francisco on the Warpath"

To look at San Francisco's accessories sales since August 12th, one would think there had been a second gold rush. J. A. Clark, however, Accessories Manager there, says he doesn't care about the gold just so long as he sells more accessories than ever before.

To begin with, San Francisco hung up \$3,516.04 net sales for Paramount Week. We will sure have to give him a lot of space in PEP if he tells us how he sold the following, which are

some of his recent records.

In the past seven weeks 619,625 heralds, 126 gilt frames, 118,300 roto sections, 162,213 fanfotos and 914 twenty-four sheets. In Paramount Week alone they sold 168,675 heralds, 31,500 roto sections and 83,598 fanfotos.

Needless to say, this is a wonderful comparative showing and above all, we think the great lesson to be learned from this is cooperation. Everyone in the San Francisco Exchange has been keyed up to a high competitive fever. Salesmen, bookers and exploiteers have not been contented merely to sell a picture and let it run a mediocre course thereafter. Their one aim has been to put the picture over. The exhibitor has been used to investing a proper amount in advertising accessories.

And nothing we can say in appreciation of their efforts will help them so much as their own actions are bound to help them for when they approach Mr. Exhibitor with the next group of pictures they will find a satsified smile

on his face.

"Records Going Blooey"

V. Johnson, New Haven Accessories Manager, doesn't care how and when he breaks records. For this reason we suspect that his first name is "Victrola." In the last four weeks he has hit off the sale of gilt frames to the tune of 165. In this case this was a double side record because the sale of insert cards did correspondingly well. On twenty-four sheets he has averaged about 50 per week during the last five weeks, which is going some for New Haven. Fanfotos and heralds are going along in proportion. Last week was his biggest since September 2nd. This looks like good music during the winter.

Don't change the needle, Vic.

Tell us your real first name and also how you put these sales over.

## "The Collins Comptometer"

Russell Collins, Boston Accessories Manager, has found necessity the mother of invention. He has been selling so dog-gone many accessories that he had to invent a comptometer to keep the figures all straight.

Put some of these in your hat and think 'em

over

In the last seven weeks 327 gilt frames. In addition to this Russell holds the individual record for one week on gilt frames, having sold 577 during the week of July 22nd.

675,500 heralds. The biggest individual week

was September 2nd, with 237,500.

5,314 insert cards. The biggest individual week September 16th, with 1,310.

80,000 Fanfotos.

In the case of Boston here is another wonderful example of complete cooperation within the Exchange.

## "Freeman Makes an Offer"

O. L. Freeman, Atlanta Accessories Manager, has made a bid for a controlling interest in PEP'S Accessories Bin. Of course he didn't say so in that many words. He simply has gone on selling so many accessories that if some of you fellows don't look out he will just naturally acquire it.

For the last seven weeks Freeman Atlanta's net sales have been way over \$2,000 each week. O. L. was in New York on his vacation last summer. He is a man of deeds and not words, but we should like to encourage him to talk about some of the following sales and to give us the lowdown on his particular methods.

For the last seven weeks 679 twenty-four sheets and other lithographs in proportion. 54,550 fanfotos. 242,150 roto sections with 63,950 of the high mark for one week. 54 gilt frames and plenty of inserts.

## "Williams Believes in Signs"

Williams, Accessories Manager at Buffalo, shows conclusive proof that he believes in signs, by selling 110 gilt frames in the last four weeks and plenty of insert cards to fill them. He says these are signs that exhibitors are going to make more money.

## "Fischer's Complications"

Irving Fischer, Minneapolis Accessories Manager, is "Fanfoto Foolish" and also has Rotomania, and Window Carditis. Herald trouble and congestion of the gilt frame have been some of the complications from which he has been suffering.

116 gilt frames in one week is not so bad. On heralds for the last five weeks he has averaged about 50,000, Fanfotos about 4,000 and

Roto Sections about 5,000.

We hope there are no doctors in the Minneapolis territory!

#### "Stansfield's Paramount Week"

The Dallas Accessories Manager turned in the largest individual accessories week for the Drive, chalking up \$3,646.08 net accessories sales for Paramount Week itself. He hit off 366 twenty-fours and 64,000 roto sections and this doesn't mean that Stansfield has been asleep during any of the other weeks for he has maintained a consistently wonderful average.

Among other things, during the last seven weeks he has sold 792 twenty-four sheets and 2,153 six

sheets.

## "Holloway Helps"

H. Holloway, Philadelphia Accessories Manager, thru the results obtained in his Department during the last few weeks, has certainly helped to fill the Accessories Bin. In the last six weeks he sold 122 Gilt Frames and as for roto sections, fanfotos, trailers, we can't count high enough to tell you how many he sold.

Philadelphia is not an easy teritory in which to sell accessories. We would like him to give us an article telling of some of his obstacles

and how he overcomes them.

## "More About Davis"

Roy Davis, Pittsburgh Accessories Manager, who gave us our accessories slogan, "IF IT'S WORTH SHOWING IT'S WORTH ADVERTISING," is practicing what he preaches.

Temporarily he has developed a sudden desire to eclipse any former window card sales. Two thousand or twenty-five hundred a week are nothing to Roy. He says he would like to furnish exhibitors with tacks, string, or glue to put them up.

And incidentally, he hasn't neglected any of the other items so far as his reports will tell.

## Keeping 'Em Up

Mr. A. L. Proske, recently appointed Accessories Manager at Denver, is keeping his accessories sales at a very handsome level. Proske, too, is receiving great cooperation from the other members of the Exchange and is right on the job all the time to put over the Denver Accessories Department in A-No. 1 shape.

## They'll Dress Up Any Window



Above is a reproduction of the window card on "To Have an To Hold."  $\,$ 

You can see without us pointing out to you it is one of the most attractive to date and one that will do justice to the most eclusive window in town.

The coloring is positively beautiful on this—not overdone and such that will catch the person's eye if said person were running.

Show this to your exhibitor and take his order now. The production backs the accessories and vice versa.

## "Wilkes-Barre Starts With a Bang"

Mr. Welton Waters, Accessories Manager at Wilkes-Barre, our newest Exchange, has been starting things right off in a hustle. Wilkes-Barre has already sold 36 gilt frames, 4,000 fanfotos and 205 insert cards. During the three weeks which they have been operating, the accessories business has increased steadily each week.

This is exceptionally commendable and we know that it isn't going to end right then and there.

# In the Forcian Field

## Our French Staff



This is the first photo received by PEP of the executive and personnel force of our French organization in Paris.

The photo was taken on Mr. J. C. Graham's recent visit there and posed especially for Paramount Flashes, our English publication abroad and PEP.

Seated left to right they are: "Beaver" Letsch, Manager Belgium; M. Orienter, General Secretary and Chief Accountant; J. C. Graham, Director General; Adolphe Osso, Branch Manager; M. Dathis, General Sales Manager.

Left to right standing: Provincial Branch Managers, Salesmen and Home Office Staff.

#### In Paris



When John C. Graham, General Foreign Representative, visited Paris recently, he was the guest of Adolphe Osso, Manager of our Offices in Paris, at the latter's home there. In the photo from left to right they are: Mr. Osso, Mrs. Osso, a friend of Mrs. Osso's and Mr. J. C. Graham.

#### Panama Joins Drive

Being desirous of having a place in the world-wide celebration of Paramount Week, the Republic of Panama, through the enterprise of Robert Wilcox, Paramount distributor, joined the ranks of the nations which set aside one week each year as a drive for better motion pictures. Reports received by E. E. Shauer, director of our Foreign Department, indicate that Panama's first celebration, which was held the same time as ours, was most successful.

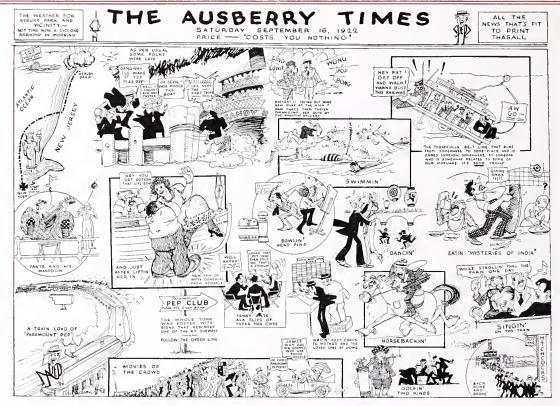
Cinema Pan-Americano which owns and operates the Cecilia and America theatres, the two finest houses in Panama, arranged exceptionally attractive programs for Paramount Week, and entertained record-breaking crowds despite rainy weather. Such pictures as "Saturday Night," "The Sheik," "Back Pay," "The Last Payment," "Nancy from Nowhere," and "Everything for Sale," were screened, "The Sheik' drawing crowded houses despite a heavy downpour of rain.

WATCH FOR OUR NEWS FROM THE FOREIGN FIELD.



S. R. KENT RETURNS FROM A FOUR-DAY BUSINESS TRIP TO ST. LOUIS . . . WE'LL SOON BE TALKING SECOND FORTY-ONE HE SAYS . . . JOHN FLINN, AT WEST COAST, INTRODUCED POLA NEGRI AT LOS ANGELES LUNCHEON . . . BRADY COM-PLETES "ANNA ASCENDS" AT LONG IS-LAND STUDIO . . . F . . . M . . . RALPH BLOCK, WELL-KNOWN DRAMATIC EDITOR. JOINS OUR STAFF OF PRODUCTION EDI-TORS AT WEST COAST . . . CONWAY TEARLE AND CLAUDE KING TO SUPPORT NEGRI IN "BELLA DONNA" . . . ANTONIO MORENO SIGNED TO PLAY OPPOSITE SWANSON . . . LEWIS STONE AND BEBE DANIELS TO PLAY TOGETHER AGAIN FOR FIRST TIME IN TEN YEARS . . . C . . . R . . . X . . . "KICK-IN" IS FINISHED . . . JOE SEIDELMAN SUCCEEDS OSCAR MORGAN IN FOR-EIGN DEPARTMENT UNDER E. E. SHAUER . . . MELFORD AND COMPANY GONE TO SALEM, MASS., TO FILM "JAVA HEAD" . . . INVITATION GOLF TOURNAMENT TO BE HELD OCTOBER 12TH AT ZUKOR ESTATE . . . FINALS OF THIS AND FORMER TOURNAMENT TO BE PLAYED OFF SAME DAY . . . THREE NEW TRUNK LINES IN H. O. SWITCHBOARD . . . FRANK HOW DOES MY STOCK STAND TODAY? . . . H . . . C . . . W . . . REAL EXCITEMENT IN "ON THE HIGH SEAS" . . . W . . . C . . . N . . . SEE STORY ON BUFFALO SWEEP-STAKES . . . LOS ANGELES NOW IN SECOND PLACE-WHERE DO YOU STAND? SEE CHART ON PAGE THREE . . . LES WHELAN, WASHINGTON, D. C., EXPLOITEER, PUTS OVER ONE OF GREATEST TIE-UPS IN OUR HISTORY ON "MAN-SLAUGHTER"-STORY NEXT WEEK . . . MIGHT AS WELL PUT JOHN CLARK'S NAME IN THIS WEEK . . . MORE NEWS NEXT WEEK.

## What Goes Up In Paramount Accessories.



The above cartoon by Phil Schaefer of our Home Office Art Department, tells in an interesting way of the various sports that the members of the Home Office Paramount Pep Club, engaged in while on the outing at Asbury Park recently.

Look for yourself and you will see that everyone had a glorious time.

## Kansas City News

#### By Billie Mistele

Mr. LiBeau, our District Manager, Mr. Blotcky, Branch Manager, Messrs. George Hinton, O'Neill, Schweitzer, and Warner, of our Sales Force, are attending the Kansas Exhibitors' Convention at Wichita, Kansas, September 25th.

Mr. Bert Reisman, formerly with the Minneapolis Exchange, is now covering Zone 7 out of the Kansas City Office. We are pleased to welcome Mr. Reisman and will tell you more about it from time to time.

When the roll was called in the Booking Department on Sept. 25th, the Booking Manager failed to answer to his name. Upon inquiry we learned that Mr. States had gone to Wichita, Kansas, to attend the Kansas Exhibitors' convention with no other mission than to secure more October bookings.

## Morgan Goes to Cosmo.

(Continued from page 5) On Tuesday last, E. E. Shauer, having but recently returned from an extended trip abroad. gave a luncheon in Mr. Morgan's honor at the Commodore Hotel, the entire Foreign Department being present, at which time Mr. Shauer announced Mr. Morgan's resignation. After a few short speeches by Mr. Shauer and the Foreign Department Heads, Mr. Morgan was presented with a beautiful parting gift in the form of a silver match case and cigarette holder.
"With Mr. Morgan coming to Cosmopolitan,"

said Mr. George Meeker, General Manager of that organization, "big plans will formulate for auspicious distribution of our productions, especially that of 'When Knighthood Was in Flower,' starring Marion Davies. Mr. Morgan will accompany me on a trip to the coast and thruout the country, beginning sometime in October. I have known Mr. Morgan many years and I know that his knowledge of distribution together with the coast and the country to the coast and the c tribution, together with his general knowledge of the business will mean big things to both Paramount and ourselves."

Our well wishes for Mr. Morgan's success go with him.

## Comes Down In Patronage

Los Angeles Briefs

Vacation fever is with us and now that the big drive is nearly over Mr. Traggardh, our Branch Manager has wended his way from our midst to the rocky heights of Pineknot, California, for a much deserved rest after practically three months of tireless labor guiding us, we hope, to victory.

Clark, Head Booker, also says that if he don't get a vacation soon they're going to carry him out on a stretcher or the like, he claims his wife says if there are anymore Paramount Weeks she is going to rent an apartment over the Exchange and then at least he might be able to run up and get his meals in between times.

Among the other startling things that have happened here both Clark and Brown, Bookers, blossomed forth each with the latest model of the famous tin can family, in other words, Henry Ford's masterpiece, don't worry boys we all envy

## **Exploitorials**

By Bam

Max Doolittle (Minneapolis), we regret to report, is confined to his bed with an attack of pneumonia. The latest report on his condition is happily a favorable one.

Dan Roche must have a great time in Chicago, piloting Paramount stars about town who are en route between New York and Los Angeles, and securing newspaper publicity for them. His last two charges were Leatrice Joy and Pola Negri and before Dan got through you can bet that every person in Chicago knew they were in the Windy City and knew more about them than they ever did before. Miss Negri presented him with a bottle of champagne which Dan never expects to open but to keep as a souvenir. He says the Polish star's first American picture will be called "Bella Donna" on account of it being good for the eyes!

Kenneth Renaud is stepping mighty lively around the Salt Lake territory. Ken sprang a great one for "Her Gilded Cage," in Salt Lake. He had a Japanese (girl) artist painting designs on ladies'—er, lower limbs, in a prominent window, similarly to the way Gloria Swanson receives the treatment in the picture. A sign announced that any lady might have the designs put on free of charge. Watch the trade papers for the picture of the crowds at the window! Naturally this stunt secured splendid newspaper publicity.

Les Whelan has now tied up with the District of Columbia Police for a big "Manslaughter" campaign, and this is the first time these Government boys have had anything to do with a proposition of this kind. Les has got both feet on the gas and it wouldn't surprise us if he finally got President Harding to issue a proclamation.

## Des Moines Exchange Steps Out

#### By Hazel Douglas

There was a gay little party at the New Office Building last Monday Nite. Sort of a Dedication-Farewell and Greeting.

DEDICATION—of our new home.

FAREWELL-to Mr. Harry Hunter, our manager, who takes up new duties as manager at Washington, D. C.
GREETINGS—to Mr. Nicolls, who steps into

Distinguished guests were Mr. Phil Reisman, District Manager; Mr. R. D. Thompson, Manager of Omaha Exchange and Mr. Tardy, Omaha's Chief Accountant. Mr. C. P. Redick, Traveling Auditor; Mr. Rice, of Algona and Mr. Swanson, of Emmetsburg, were present

Mr. Hunter was presented with an engraved green-gold Fountain pen and pencil. Mr. John Freidl, exploiteer, made the presentation speech, which started like this: "THE MIRACLE MAN AT THE TOP OF NEW YORK chose THE MAN UNCONQUERABLE at Des Moines to become THE DICTATOR at Washington because of his EXPERIENCE. And so NICE PEOPLE and TRAVELING SALESMEN take 23½ HOURS LEAVE and gather JUST AROUND THE CORNER to bid farewell to THE PRINCE CHAP for he is STEP-PING OUT and TRAVELIN' ON ACROSS THE CONTINENT. THE CRIMSON CHAL-LENGE of a GRIM GAME lies before him, but he is THE MAN WHO SAW TOMOR-ROW and will achieve VICTORY in THIRTY DAYS. And WHILE SATAN SLEEPS, THE REST OF US know and hope that success will be his TO HAVE AND TO HOLD FOREVER and that he will never be BACK HOME AND BROKE."

And there was still more of it but I have to save some room to tell you about the confetticaps-crickets-balloons-squakers-horns 'n' things. And the ice cream individuals which were the the PARAMOUNT duplication of exact TRADEMARK.

Dancing was the main feature of the evening. Misses Edith Gray and Hazel Douglas were the hostesses.

Wish you all could have been there.

## Des Moines Notes

Mr. C. P. Redick, Traveling Auditor, has been with us for a few weeks.

Mr. Kilfoil, also spent a few days last week at the Des Moines office.

Hazel Douglas just got back from her vacation when she was taken very sick with the Flu. She is well now.



## Antonio Moreno Signed to Play Opposite Gloria Swanson

Antonio Moreno has signed with us. announcement was made during the past week in Hollywood where the famous and justly popular "Tony" already has started work as leading man with Gloria Swanson in Sam Wood's new production, "My American Wife," which Monte M. Katterjohn has adapted from an original screen story by Hector Turnbull.

Moreno is admittedly one of the handsomest

and most able actors on the screen. He is a Spaniard, born in Madrid, and came to this country when he was fourteen. On completion of his education he went on the stage and appeared with Wilton Lackaye, Mrs. Leslie Carter, Constance Collier and Tyrone Power. Answering the lure of the screen he went to Vitagraph to play leads and was later starred in serials. More recently he has been featured by Goldwyn.

The new picture in which Moreno will play opposite Miss Swanson is described as intensely romantic, the locale being Argentina, a land hitherto virtually untouched as the scene of screen drama. Moreno's rôle is that of a handsome young aristocrat and politician, descendant of one of the old Spanish conquistadores, who falls in love with a beautiful American girl from Kentucky (Miss Swanson) whose horse outraces the valued track champion of the Latin nobleman.

Nearly all the characters in the picture are Argentinian and will be played by Joseph Swickard, Eric Mayne, Eugene Corey, Eileen Pringle, F. R. Butler, Jacques d'Auray, Loyal Underwood, Walter Long, Nadeen Paul and others.

#### George Fitzmaurice Finishes "Kick In"

"Kick In," George Fitzmaurice's production has been completed and it is believed that this will prove one of the most exciting modern crook dramas of the year. Betty Compson, Bert Lytell and May McAvoy, are featured in this picture which was adapted by Ouida Berger from Willard Mack's stage play. Meanwhile, George Fitz-maurice is preparing for his next production, "Bella Donna," in which the Polish actress Pola Negri will be starred. Miss Negri was due in Hollywood the first of this week, ready to start on this, her first American picture.

## This Young Lady for Five Years



As noted in a recent issue of PEP, Jacqueline Logan, shown here in her latest characterization, that of an Hawaiian dancer in George Melford's production "Ebb Tide," has been signed up for five years.

It will also be remembered that Miss Logan's

work in "Burning Sands" won much praise.
Jacqueline Logan just recently arrived in the
East and at the time of this writing is in Salem,
Mass., with George Melford, making "Java Head."

## Nobody's Money for Reid

Announcement comes from the West Coast that Wallace Worsley, recently one of the leading directors of the Goldwyn staff, has been signed by Mr. Lasky to direct Wallace Reid in his next picture. The title of the picture will be "Nobody's Money."

#### Stone and Daniels

Lewis Stone and Bebe Daniels Playing Together for First Time Since the Star Appeared as Little Hal in Stone's Stage Production of "The Squaw Man"

Bebe Daniels and Lewis Stone, who with Kathlyn Williams and Harrison Ford are featured in the new production just being started by William de Mille for us, are playing together for the first time in ten years. The previous occurrence took place when Miss Daniels was a child actress. She played the part of Little Hal with Mr. Stone, at the old Belasco Theatre, Los Angeles, in that player's production of the famous old success "The Squaw Man."

Mr. Stone gazed upon an entirely different

Mr. Stone gazed upon an entirely different person at the opening of the de Mille picture than he did when he met the small girl who did Little Hal for him. The child had grown into a beautiful woman garbed as an Egyptian Princess, to fulfill her character as a famous stage star in early theatre scenes of this original photoplay by Clara Beranger.

Negri Continues to Be Honored

Immediately after Pola Negri left for the West Coast following her big reception in New York, she was received in Chicago equally as well, Dan Roche, our Chicago Exploiteer, having arranged a luncheon in her honor at one of the big hotels for the benefit of newspaper men and others.

Upon her arrival at the West Coast, another big reception was tendered her at the Ambas-

sador Hotel.

Thru the length and breadth of the country, newspapers, magazines, in fact, all periodicals have been unanimous in high praise for Miss

Negri.

Miss Negri was amazed at the wonderful reception in New York and it is needless to say after the other two receptions she, as Ben Blumenthal said of her while in New York, "doesn't know where she is."

## Large Cast Chosen for Thomas Meighan's New Picture

A large and notable cast has been selected for Thomas Meighan's latest picture, "Back Homc and Broke," George Ade's second original story for the screen, which has been put into production at our Long Island studio. Lila Lee will be leading woman and Florence Dixon, who just completed a rôle in "Anna Ascends," Alice Brady's picture, will be the other girl. Charles Abbe, who played "Cappy Ricks," with Meighan a year ago, will have one of the principal rôles, sharing the character honors with Frederick Burton and Eddie Borden, a comedian with a large following on the vaudeville stage. Laurance Wheat, who has appeared with Meighan in all his pictures for the last year, will have an important part. Other members of the cast are Cyril Ring, who appeared with Meighan in "The Conquest of Canaan," Ned Burton, Gertrude Quinlan, and Maude Turner Gordon. Alfred Green is directing.



(Long Island Studio)

#### By Wingart

The Long Island Studio looked like the head-quarters of the New York Police Department the other day. Commissioner Richard E. Enright and his staff, consisting of Deputy Commissioner, Joseph A. Faurot, Deputy Commissioner, William Gillespie, Capt. Charles A. Zanes, and Felix P. Nicklas visited the studio to look at the picture of the police games which was made through the courtesy of our company. The picture was photographed by William Eglinton under the supervision of Arthur Cozine, Location Manager at the studio. The picture runs three thousand feet and will be titled and edited for the police department.

Out at the Long Island Studio it's just one reunion after another these days. First Tom Geraghty returned with Lloyd Sheldon from the Coast. Then Tom Meighan dropped in to get ready for his next picture, "Back Home and Broke," which comes from George Ade's pen. Following Tom came Al Green his director and then Wally Young dropped in from the transcontinental train with the story of "Java Head." George Melford's next picture, tucked under his arm. The very same day George Melford, who has been preceded by his technical director. Rudolph Byleck, paid a visit to Studio Manager, E. C. King. George hasn't been in New York for eight years but you wouldn't have noticed it by the way he cast an appraising eye over the big stage. Lila Lee tripped out to take a look at the place and on the way from the Lasky Studio are Leatrice Joy, Jacqueline Logan, Raymond Hatton, and Al Roscoe, who will take the principal rôles in "Java Head." The wheels are beginning to hum and in a few days more excellent pictures will be in the making.

## Miss Ferguson Explains



Elsie Ferguson

Lovely Elsie Ferguson is here explaining to the not so lovely wax figure the continuity on the production "Outcast" in which she is starring and which is in the making at the Long Island Studio.

Miss Ferguson noticed that the wax figure looked lonesome so when the electrician was fixing the lights on one of the sets, she strolled over and relieved the figure's mo-

notony by explaining the scene for the next sct.

#### Some Cast



Take a squint at the above group and you will see the cast in George Fitzmaurice's production "Kick-In."

It is needless to say you will recognize most of them if not all of them.

One look at this picture inspires you to look for a real "Kick-In" production.
In the photo left to right they are: Betty Comp-

son, Bert Lytell, Charles Ogle, May McAvoy, Gareth Hughes, Walter Long, Kathleen Clifford, Jed Prouty, Maym Kelso, Robert Agnew.

## Conway Tearle and Claude King to Support Pola Negri in "Bella Donna"

Our Production Staff evidently is leaving nothing undone to make Pola Negri's first American picture, "Bella Donna," which George Fitzmaurice is to start soon at our West Coast studio, a production worthy of the talents and

prestige of the famous Polish star.

Close upon the announcement that Conrad Nagel will have the leading rôle opposite the star, comes word that Conway Tearle and Claude King have been cast for two of the most important characters in the Robert Hichens story. Mr. Tearle will have the picturesque rôle of Baroudi, the Arab, with whom Bella Donna becomes so infatuated that she attempts to kill her husband by slow poisoning, while Mr. King will portray the physician-friend who discovers the plot and convinces the husband of his wife's perfidy.

Mr. Tearle returns to our fold after a long absence, during which period he has risen to stellar heights. One of his earliest picture rôles was assumed in support of Mary Pickford in "Stella Maris," previous to which he had achieved conspicuous success on the stage with Sir Charles Wyndham, Ellen Terry, Billie Burke, Ethel Barrymore, Viola Allen, Grace

George and others.

Mr. King's ability as a screen actor is well known to Mr. Fitzmaurice in whose production, "Idols of Clay," he had a prominent rôle. He previously has scored a tremendous hit at the Empire Theatre on Broadway as leading man with Ethel Barrymore in the stage play, "Declassee."



## Leaks from HOLLYWOOD

#### By Shirk

"My American Wife" by Monte M. Katterjohn, based on the story by Hector Turnbull, is Gloria Swanson's present vehicle and will be a Sam Wood production. Work started in a big set representing the Cafe Subterranean-and is most effective. It is a dive in the ill-favored quarter of Buenos Aires, in which city most of the story is laid. Gloria is an American girl, owner of some fine racehorses. Antonio Moreno is leading man

The set is very picturesque indeed, with its smoke-laden atmosphere, its stone walls covered with pictures cut from sporting papers, its small but well-stocked bar, dancing girls, musicians and types of every kind. Gloria in a lovely Spanish style pink shot taffeta dress, with pannier skirt and a big broad-brimmed hat of the same color, is a vision of loveliness. She is a visitor at the cafe on a sightseeing tour with a young profligate son of a wealthy Argentine family, played by Eugene Corev.

This setting is for a sequence well along in the

picture.

James Cruze and Walter Woods-Director and Scenarist, respectively—are a great team. They've done some fine things together—such as "One Glorious Day," "Is Matrimony a Failure," "Thirty Days," etc. Woods also supervised "The Old Homestead," which Cruze produced.

Theodore Roberts is making a great hit on big time in vaudeville with Wm. de Mille's sketch, "The Man Higher Up." It is a regular vacation for the Paramount character favorite—this flyer in vaudeville.

## Agnes Jimmy Valentine



Agnes Ayres, our ever popular star, does not get very far when she tries to "burgle" a safe on the set at the West Coast studio.

Paul Powell, left, her director, and Tom Gallery, leading man in the production, "A Daughter of Luxury," just removed the contents in the rear, thereby preventing another robbery.

## Action at Long Island

#### By Wingart

With the arrival of two new production units from the West Coast, activities at our Long Island studio are increasing by leaps and bounds. Within the week four companies will be under way with a fifth to be started very soon.

George Melford's unit will start "Java Head" this week and Alfred Green will begin work on "Back Home and Broke" at the same time. A few days later Dorothy Dalton will commence work under the direction of Victor Fleming in a picture that is temporarily titled "Black Fury." Alice Brady, who has just completed "Anna Ascends," is scheduled to make another picture

very soon.

Preliminary preparations are being completed now for the production of Joseph Hergesheimer's story, "Java Head" and by the end of the week the company, headed by James Kirkwood, Leatrice Joy, Jacqueline Logan and Raymond Hatton will be on the way to Salem, Mass., where all the exterior scenes for the picture will be filmed. Mr. Melford's production unit consists of Rudolph Byleck, technical director, Cy Clegg, assistant director, Bert Glennon, first cameraman, Charles Clark, second cameraman, and Miss Nan Herron, continuity clerk. All of these people came from the Lasky studio in Hollywood to New York to help in the production of this picture. Waldemar Young has scenarized "Java Head" which is a colorful story of Salem town in 1850 and the sea trade with China.

George Ade has completed the writing of "Back Home and Broke," his original story for Thomas Meighan. Lila Lee has been selected as the leading woman but other members of the cast have not yet been chosen. Director Green's staff includes Don O'Brien, assistant, Henry Cronjager, cameraman, and Helene Warren, continuity clerk. This company also will go on location first, but the

place has not been selected.

The details of the production of "Black Fury," a story by Edmund Goulding, have not been announced, except that Dorothy Dalton will play the leading rôle and Victor Fleming will direct.

## Edmund Lowe, Noted Broadway Leading Man, Engaged by Wire for Betty Compson's New Picture

Edmund Lowe, noted Broadway leading man, was engaged by wire to play the male lead opposite Betty Compson in "The White Flower," a new picture which will mark the return of Mrs. Julia Crawford Ivers to the ranks of woman directors.

Mr. Lowe accepted the contract by telegraph in New York and had only sufficient time to pack and catch a transcontinental train connecting with the Steamship Wilhelmina, en route for Honolulu. For "The White Flower" is to be made in and around Honolulu, "On the Beach at Waikiki" and at the brink of the volcano, Kilaueau. Others in the cast include Edward Martindel, Arline Pretty. Sylvia Ashton, Arthur Hoyt, Leon Barry and Lily Phillips.

#### Still She Smiles



"You boys may look mean," says Betty Compson to Walter Long and Dick Sutherland, "but I know you are both kind to dogs and children."

Walter and Dick are mean and villainous to Betty in George Fitzmaurice's production "Kick-In."

Others in this promising production are Bert Lytell and May McAvoy.

## Biggest of Hotel Sets

The biggest hotel set ever constructed at our West Coast studios serves as the setting for "Making A Man," starring Jack Holt and directed by Joseph Henabery.

This hotel, a reproduction of a prominent eastern hostelry, has three enormous elevators, a mammoth staircase and back stairs, where as motion picture sets are satisfied with merely one elevator or a staircase.

Stage number two, one of the biggest at the studio, is almost entirely covered by the set. Yet, due to the peculiarity of its halls and lobby, only about 75 people were required to give it an appearance of business and hustle.

## Warming Up



Conrad Nagel believes in a little daily exercise now and then and is here shown limbering up by passing a basketball around the lot.

Conrad Nagel has just been signed to play opposite Pola Negri in Bella Donna.

Conway Tearle will also support Pola Negri in this production.

Conrad Nagel

## Service—Make This Your Watch Word



# The Pepville Gazette



Vol. 7. No. 13

MONDAY. OCTOBER 2, 1922 Price: One Smacker.

## THE PEPVILLE GAZETTE

PUBLISHED WEAKLY Entered at the Postoffice through the Mail Slot

Editor's Office:

In Left-Hand Drawer

Weather:

Delirious

#### There Was Hope

(at the movies)—"It's frightfully close in here."

He-"Cheer up! the orchestra will change the air in a minute."

#### Repairing Neatly Done

Irate Customer—"I bought a car of you several weeks ago, and you said if anything went wrong, you'd supply the broken parts" parts.

Dealer—"Yes." Irate Customer—"I'd like to get a nose, a shoulder-blade and a big toe."

#### She Uses Her Right

rie—I'm going to the Million-aires Banquet tonight. She—So am I. He—May I sit on your right hand? He-I'm going to the Million-

She--Sorry, but I have to eat

#### He Will Do

The shoe dealer was hiring a clerk. "Suppose," he said, "a lady customer were to remark while you were trying to fit her, 'Don'; you think one of my feet is bigger than the other?" what would you say."

"I should say, 'On the contrary, madame, one is smaller than the other."

"The job is yours."

#### Not Very Old

A waiter in a café Was asked by a patron one day, "How old is this hash?" He replied with a dash, "I'm just here a month, so can't

# Last Minute News

#### TELEGRAM

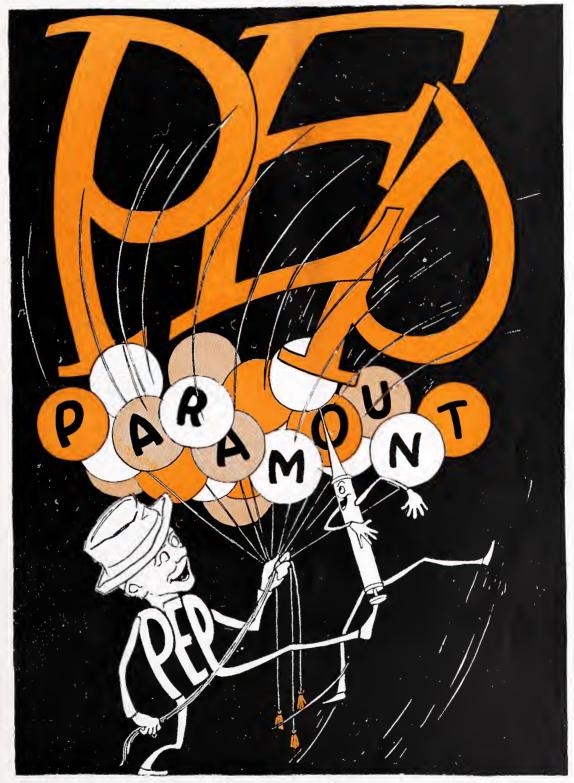
LOS ANGELES CALIF S R KENT—N Y

GLORIA MORE GLORIOUS THAN EVER — IMPOSSIBLE MRS BELLEW IS NOT ONLY GREAT SHOW FOR THE EYE BUT IT TAKES A WHALE OF A WALLOP AT THE EMOTIONS — STORY OF MOTHER LOVE THAT WILL MAKE YOU WEEP - SETS AND GOWNS THAT WILL MAKE YOU GASP AND DRAMA THAT WILL HOLD YOU TIGHT IN YOUR SEAT — IS RIGHT IN SAME GROOVE WITH GREAT MOMENT AND **HUSBANDS TRADEMARK** 

REGARDS

BEATTY,

OUR BOY "PROPS" JCENERY WITH A PUNCH! PROPS'-I WANT TO COMPLIMENT YOU -ON THIS BIT OF SCENERY YOU'VE IT'S SIMPLY GREAT YESSIR - I SURE DO GET A KICK' AND I WANT YOU TO KNOW HOW MUCH OUT OF SCENERY LIKE 1 23.11V. WAN 1-171BACKI MARK



ANOTHER DURLAM TALK

(See Page Two)

## Another Durlam Talk

By G. A. Durlam

#### Branch Manager at Milwaukee

What are the arguments that enter into a sale? A man known as "The best salesman in the world," Charley Schwab, says a man consists of—

GOOD JUDGMENT	25%
CONTINUOUS EFFORT	25%
RESOURCEFULNESS	
KNOWLEDGE OF PRODUCT	
SALES FORMS	10%

This has always seemed to me to be a pretty capable analysis.

APPROACH. The "approach" frequently is the deciding factor—whether you gain the appointment, the attention, the INTEREST of your prospect, is decidedly dependent upon your approach. I should say that appearance has its effect, your diction,—saying the right thing at the right time, being adaptable to conditions and to the type your prospect represents-all these affect your AP-PROACH. Certainly a successful approach will necessitate your using RESOURCEFULNESS. Your "introduction" is a prime factor in your approach.

INTEREST. After you have succeeded in your approach, the next step of course is to arouse in your prospect INTEREST. If after you have accepted a chair in his office, smoked one of his cigars, or he one of yours, or after you have talked about the weather or what not, IF YOU CANNOT SECURE INTEREST IN YOURSELF AND YOUR PRODUCT, quit trying to sell, your job is hopeless. Take a whack at him some other time when you are better organized. Reading is a great help in securing interest, especially if your prospect is not so well informed as yourself. Certainly telling him about the PARAMOUNT IDEA — about PARAMOUNT ADVERTISING — THE PARA-

MOUNT STOCK COMPANY PARAMOUNT POLICY—telling him about what is demanded by the successful exhibitors of the country as reflected in the various trade papers—all of this certainly ought to secure interest. You will agree with me, that it is foolish to try to sell anyone in whom you can't generate the germ of INTEREST. Here we certainly need RESOURCEFULNESS and a lot of CONTINUOUS EFFORT.

ARGUMENT. Now your decks are cleared for action. Here's when you train your big guns on him. Your ammunition is your KNOWLEDGE OF PRODUCT. If in developing interest you have succeeded in selling him the PARAMOUNT IDEA, you will not have much difficulty in selling him PARAMOUNT. Now is exactly when the "Minute of talk after the hour or thought" means everything. With your KNOWLEDGE OF PRODUCT, you are going to concentrate on the kind of pictures (By what you have developed in your creation of interest) that are most apt to interest him One by one you are going to SELL him PARAMOUNT PRODUCT. Keep him on the defensive. The minute you lose the domination of your interview and permit him to assume the offensive, you are slipping. Keep on the OFFENSIVE. Keep him on the DEFENSIVE. Certainly here's when all four qualities, GOOD JUDGMENT, CONTINUOUS EFFORT, RESOURCEFULNESS, KNOWLEDGE OF PRODUCT, are of utmost value, if you are successful in your ARGUMENT, he will sign.

THE CONTRACT. Your knowledge of SALES FORMS is here called into use. You will make contracts strictly in accordance with the terms printed in those contracts. You will advise your man just how each account is handled after contracts are taken. You will see that contracts are COMPLETE. Everything necessary to make

(Continued on page 5, second column)

## Five of the Six Leading Times Square Picture Theatres to Show Our Pictures Next

Next week will establish a new record for Paramount on Broadway, when five of the six leading picture houses in the Times Square district will be presenting our pictures as their feature attrac-

"The Old Homestead," with Theodore Roberts, George Fawcett, T. Roy Barnes, Harrison Ford and Fritzi Ridgeway, will have its New York premiere at the Capitol. At the Rivoli, the attraction will be the Cosmopolitan production, "The Face in the Fog," with Lionel Barrymore and Seena Owen, supported by an all-star cast headed by Lowell Sherman. Cecil B. De Mille's "Manslaughter," after three weeks at the Rivoli, will move down to the Rialto for a week. Cosmopolitan's big success, "When Knighthood Was In Flower," starring Marion Davies, will continue at the Criterion, while "Pink Gods," with Bebe Daniels, James Kirkwood, Anna Q. Nilsson and Raymond Hatton, will be shown at the Cameo and Dorothy Dalton and Jack Holt in "On the High Seas" at Loew's State.

Only from the Strand, among the week-run houses, will the slogan, "It's A Paramount Picture," be missing.

## Goldman Joins Theatre Staff

William Goldman, formerly Managing Director of the Missouri Theatre, St. Louis, Mo., has been oppointed assistant to Harold B. Franklin in our Theatre Department.

## HOW THEY STAND

(Week Ending Sept. 30th)

Exchange No.	Exchange Name	Week of Sept 2nd	PARAMOUNT WEEK	Week of Sept 16th	Week of Sept 23rd	Week of Sept 30th	Standing for Five Weeks
1	Boston	6	3	6	7	8	5
2	New Haven	17	7	16	16	23	15
31	Maine	16	1	7	21	11	11
3	New York	9	26	26	24	20	25
4	Buffalo	5	4	5	2	7	4
5	Albany	7	8	12	8	9	8
6	Philadelphia	10	13	15	12	16	12
7	Washington	19	17	19	25	18	23
11	Detroit	23	15	21	22	17	24
8	Pittsburgh	21	22	20	17	13	14
10	Cleveland	24	9	24	3	24	22
12	Chicago	13	16	18	14	19	19
15	Milwaukee	12	14	25	6	25	21
16	Kansas City	15	6	9	19	22	10
17	St. Louis	8	2	22	10	3	7
20	Salt Lake City	20	21	14	11	15	17
21	Denver	11	12	8	9	10	16
22	San Francisco	2	18	2	13	4	2
23	Los Angeles	4	19	1	1	2	1
24	Seattle	3	23	4	5	6	6
25	Portland	1	25	3	14	1	3
9	Cincinnati	26	11	13	20	14	20
14	Indianapolis	22	5	11	18	5	9
13	Minneapolis	14	10	23	23	21	18
18	Des Moines	18	20	10	4	12	13
19	Omaha	25	24	17	26	26	26

NOTICE: The above final figures on the five weeks' drive are subject to a slight change at the hands of the Contest Committee. Other details enter into the final decision.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
11s Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

OCTOBER 9, 1922

No. 14

#### Confidence Solves the Problem

This confidence is great stuff when it comes to overcoming many serious problems in the business of selling.

The majority of faults of salesmen in any class can be traced to one dominant fault-lack of confidence in the firm he represents and the product he distributes. The source of this assertion is plucked from the actual summing up of many of the biggest business houses in

Again, sales managers thruout the length and breadth of the land have, after fruitlessly doctoring minor faults, arrived at the basic fault of what they term "disastrous salesmanship."

Lack of Confidence—that's it.

The General Sales Manager of one of our largest silk firms found that up to the past season, some of his highest calibred salesmen were unable to sell the product-not alone in new fields, but old as well. He traced it for one whole year and found it to be lack of confidence. Not appearing serious the salesmen doctored themselves and were doctored for anything from laziness to bad appearance and while these figure in on the summing up-confidence was the treatment when administered, that overcame the disease.

Building up confidence not only in yourselves, but your accounts automatically overcomes a great many faults and failure to recognize defeat in a sales chat with an account is oftimes just as good as a sale. Naturally you will hear the story of "just as good pictures for less money." You will have pointed out to you just what product to which he is referring. It will mean embarrassment to good salesmanship—yes and good buying—if you fail to hold that confidence in your product then and there.

The exhibitor today has never before been assured of a more wonderful source of supply than Famous Players has given him. Source of supply—that's it again.

We are not in this business for two weeks or

a year, but for good and all.

If we fail to supply the exhibitor with this high calibre product, then it's all over but the shouting. But we ARE supplying him and we mean to continue so, but with this wonderful product there must be salesmanship combined with the greatest confidence that man can pos-

## At the Outing



At the recent outing of the Home Office Paramount Pep Club to Asbury Park, New Jersey, PEP'S cameraman caught Eugene J. Zukor, President of the Club

off his guard.

He fell a victim of the lure of the salt water taffy and pop corn and is here shown giving a portion to Mel

Shauer.

Mel had quite an argument to get a little of this pop corn but after convincing E. J. that his son was not

old enough to eat it, he received a hand full to last him the rest of the day.

PEP W.M.

## When Salesman and Exploiteer Function

The scene of this little sale is laid in Bowling Green, Ohio. The leading parts are played by Messrs. Clifford Planck and Oscar Kantner, Salesman and Exploiteer respectively, of our Detroit office. The story:

An exhibitor in the town in question up to the time of the visit by these two gentlemen had not run a Paramount Picture during the last year, claiming that he had been neglected on many points.

Clifford Planck, salesman, a firm believer in cooperation and service, talked the matter over with Oscar Kantner, Exploiteer, and together they took a print of Manslaughter to Bowling Green and called on Mr. Young, the exhibitor. After a few cross fires of sales talks they convinced the exhibitor in permitting them the use of his theatre for the purpose of screening Manslaughter, to the City Government officials at the same time showing him what Paramount called real cooperation, in helping the exhibitor to put over a Paramount Picture.

Planck and Kantner immediately invited the whole works of the city, including Government officials, President of the Safety Council, Legal Advisors and a great many of the clergy, with the result that the whole town soon knew that Mr. Young (as the boys preferred to have it known) had screened a wonderful picture for the city. Then after a little talk in which Kantner assured the exhibitor cooperation and at the same time giving him some ideas, Planck left with a contract for a great many pictures in group five and a contract on the entire forty-one.

Every picture was dated, and they lived happily ever after.

So far as the plot is concerned, it ends here, but as far as our Paramount Service and especially the cooperation between Exploiteers and Salesmen are concerned, it should "carry on.

## Would You Like to Be One of Your Own Friends?—Think It Over

## Big Manslaughter Tie-Up Goes Over

Lester Whelan, Our Washington Exploiteer, Starts the Ball Rolling on One of the Greatest Tie-ups Ever Put Over in the History of Motion Picture Exploitation

There have been many tie-ups, termed as big ones, in the history of Claud Saunders' Exploitation Department, but the most recent one, that of "Manslaughter," eclipses all anywhere

and at any time.

Lester Whelan, our Washington Exploiteer, was the first to get busy on this and effected a tie-up with the city officials of Richmond and Norfolk, Va., respectively, in which the officials endorsed a city proclamation backing the picture and carrying a message to the public that careless driving would result in "Manslaughter" for the offender.

Whelan then moved his attack from these two Virginia towns to Washington, D. C., and so in accord were the officials of the nation's capital that they stationed two policemen in front of the capital building, one on either side of a huge sign reading "do you realize it may mean a conviction of 'Manslaughter' if you run down a person thru careless driving. Drive carefully is a city ordinance.'

It is interesting to know that when two other pictures invaded Washington recently they were refused this mode of exploitation by the Department of Police, their answer being that the national government would not permit it, but so appealing was the title of this production and so wonderful the picture that they endorsed the plan and are waging a vigorous campaign today in it's favor.

Many of the boys are taking Whelan's tie-up scheme by the horns and every day confirmations of proclamations by Mayors are pouring into the Home Office as the result of the untiring efforts of the Exploitation Department.

Eli Orowitz, our Philadelphia Exploiteer, sowed up four towns in one day on this proposition and in Harrisburg, Pa., the Mayor told Orowitz he would sign the proclamation later in the day because his Secretary was away. Oro-witz being in haste for a train, issued some kind of hypnotic sales talk and the Mayor sat down himself, typed the letter, signed it and the proclamation was published in the evening

Others so far who have endorsed this proposition are: Mayor of Bethlehem, Pa., and Thomas Lee Woolwin, District Attorney of

Los Angeles County.

## Meeting Old Acquaintances

Now that ten thousand bankers are in convention at the Hotel Commodore, "just around the corner" from our Home Office, F. G. Lee and R. W. Saunders are meeting many old acquaintances, having themselves been connected a long time very prominently in banking circles.

Before Mr. Lee came to the Famous Players,

he was Vice President of the Irving Trust Company and years ago deposited Mr. Adolph Zukor's

first dollar.

Mr. Saunders, our Comptroller, was formerly Cashier of the National Bank of Commerce in New York and at one time President of the American Institute of Banking.

Naturally the wide knowledge of banking possessed by these two gentlemen has added a host of friends to their many, and bankers by the score are paying visits to these two gentlemen.

## Outing Out West



The girls of the Denver Exchange took advantage of the nice weather recently and hiked far up into the mountains for a day's outing at Eldorado Springs. Needless to say, they were properly equipped for the long tramp and found time to pose for PEP'S cameraman.

In the photo, left to right, they are: Misses Eunice Dickinson, Fern Decker, Pearl Murphy, Irene Meiser, Alma Simpson and Mildred Olde.

## Another Durlam Talk

(Continued from page 2)

them a REAL CONTRACT. Your knowledge of FORMS assures us and also the exhibitor, the playing out of this contract with a minimum of difficulty.

The next step is the report, you make to the The correct information on OFFICE FORMS, the important instructions to bookers, accessories accounting, all of this is involved in your sale.

GOOD JUDGMENT, CONTINUOUS EFFORT, KNOWLEDGE OF PRODUCT, RE-SOURCEFULNESS, SALES FORMS. Shouldn't wonder if Charley Schwab were right! What do you think?

G. A. DURLAM.



## IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING "My Experience With The Quantity Price Schedule"

By Russell P. Collins, Boston Accessories Manager

Upon receipt of the Quantity Price Schedule last May we started a very extensive campaign for quantity distribution of accessories on a sliding scale basis. Most exhibitors accepted the new proposition with enthusiasm but I found, as a rule, that those exhibitors who were in the habit of using larger quantities under the former schedule were the ones who followed this en-

thusiasm most readily by increasing their orders.

After pounding this thing verbally, by letter, and thru the entire personnel of the Exchange, I compared our orders with those of previous weeks and found that the percentage of increase in quantity distribution and revenue continued to be made up from the larger accounts. That

is to say, exhibitors who were in the habit of using 50 one-sheets or more, increased their orders to around 100. Those who were in the habit of using 5,000 heralds increased to 10,000. This went on thru other items that they used.

However, we found that many of the theatres, especially the smaller ones, were not availing themselves of our Quantity Price Schedule and we have been continually working upon them to get around this.

A few exhibitors use a medium that advertises their entire program, and will only use our pictorial material as extra advertising, namely: on specials and super-specials. We put up the question to these exhibitors whether or not this particular medium really arrested attention, or created desire,—two of the fundamentals of advertising. We offered as a comparison our pictorial material, in a few cases we won out, but in a lot of cases we did not.

In the summing up we have had fairly good success with the Quantity Price Schedule, and can assure you it has been the means of Boston being placed in the running when it comes to selling special material.

### "Week of September 30th Another Corker"

Altho all reports have not been in yet, from present indications it looks like accessories sales for the week of September 30th will be as big, or bigger than Paramount Week.

From the reports we have seen so far, Boston, Pittsburgh and Chicago deserve special mention

because their sales for week of the 30th were greater than any week during the Drive.

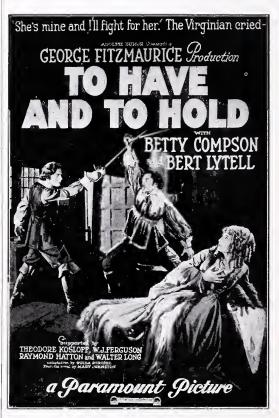
We know that you boys will appreciate the meaning of these accomplishments. After our record week of September 2nd we wondered

whether this was only spasmodic.

Now we know that our product is there. And that they can't hold us down.

Faith and facts look better than ever before.

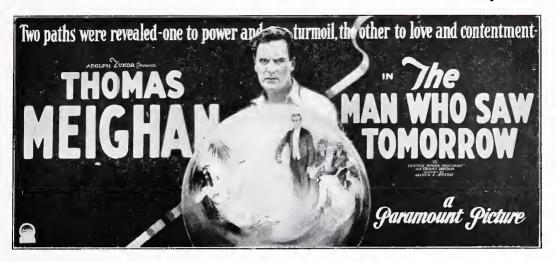
#### Here's the One-Sheet



Need we tell a story about the above? It caught your eye, didn't it?

It will certainly catch everybody's eye on the boards.

## This 24 Sheet Will Make Them All Stop



The average layman, in fact everybody will not pass the board without noticing the 24-sheet reproduction above-that of "The Man Who Saw Tomorrow," starring Tommy Meighan.
The honest-to-goodness effect, time, thought,

and physical work put on sketches by A1 Thorne and his department, are worthy of the highest power in salesmanship, by Accessories Managers, Salesmen, and Exploitation men in the field.

#### "Improvement"

I. G. White, Los Angeles Accessories Manager, is batting high in the Coast Accessories League. In the last seven weeks his business has improved and White says it's percentage that counts when it comes to accessories sales.

He is hitting for extra bases on gilt frames, fanfotos and roto sections but is not neglecting

the other points of the game.

"Albany Going Full Speed Ahead"

With Jimmy Ruane at the helm, his Department sailed to a record sale of lithographs during the week of September 23rd. This means greater volume distribution and is what we have been aiming for all along.

Good work, Jimmy. Soon we will be calling

you a "Sailor.

## "Des Moines Code"

When codes were assigned Des Moines got the letters "DM." Jack Curry, Accessories Manager, translated these letters only one way —"DO MORE." Of course this means "DO MORE" accessories selling and it means to the

exhibitor "DO MORE" business.

So just for fun, for many weeks past Jack has been "doing more" than his quota. All items look alike to Jack, who sold bales of roto sections, heralds and fanfotos and crates of

gilt frames and insert cards.

His business last week was way over the notch, so he apparently doesn't believe in let-

ting up at all.

Of course, Jack has had a lot of cooperation in doing this and we are going to ask him to tell us how he did it and also who helped him.

## "Chicago Turns Over a New Leaf"

Commencing with week of August 19th, J. J. Hess, Chicago Accessories Manager, got tired of depressing conditions and has been busy showing exhibitors how to make more money by using more accessories.

Here are examples of some of the sales made:

173 Gilt Frames in thirteen weeks.

In the last seven weeks 90,100 Fanfotos. 22,000 Roto Sections and gobs and gobs of

all size lithographs.

The steady sale of gilt frames has been especially commendable for the immediate increase in the insert cards sold was a foregone conclusion.

Now we would like J. J. to give us an article

for PEP telling how he does it.

## "Kansas City Comes Along"

Joe Gilday, Accessories Manager, Kansas City, has had his exhibitors all but plastering the prairies with Paramount accessories.

Joe has sold gilt frames in twelve consecutive weeks-total sales 88 during that time. Fanfotos, too, have been his especial delight. We are going to buy him an adding machine to keep track of his sales.

## He'll Be a Senator Soon

In July, Lou Edelman, Washington Accessories Manager, began to figure out that he wasn't selling enough insert cards, so he started on the gilt frames.

For the past twelve weeks Lou hasn't skipped a week, with the result that in that period he

has sold 69 Frames.

You know the answer.

# In the Forcish Field

## Attractive Booklet Scores Success By O. R. Geyer

French exhibitors have just been treated to one of the most enterprising bits of motion picture exploitation in the history of the industry in that country in a splendid 114 page announcement issued in book form by our Paris office. This attractive book is printed in two colors, and is patterned somewhat along the lines of "The Ultimate in Motion Pictures" and "Your Contract for Paramount Pictures," two history-making announcements issued by our domestic advertising department.

Copies of the striking booklet have been sent to Paramount exhibitors in France on the first anniversary of the founding of our French company and reports received from Paris by E. E. Shauer, Director of our Foreign Department, indicate that the announcement has been received with the greatest enthusiasm and interest, which promises a record breaking year for Paramount in that country. Much praise has been given J. C. Graham, and Adolphe Osse, for their enterprise in launching the new year so auspiciously.

As Mr. Shauer announced on his return a few weeks ago from an extended visit to Europe, prospects for Paramount in France were never better, exhibitors in that country having shown a keen disposition to bring about better exploitation and presentation of Paramount Pictures. This new booklet, the most elaborate and artistic issued by any of our Foreign Offices, will do much to encourage this movement.

## New Foreign Branches Opened

E. E. Shauer, Director of our Foreign Department, has announced the opening of twelve new branches abroad.

The offices that have been opened for the hand-

ling of our product are:

Branch offices for the distribution of Paramount Pictures have been opened in Brussels, Belgium, Lille, Toulouse, Bordeaux, Strasbourg, Marseilles, Lyon and Nancy, in France; Algiers in Algeria, Basle, Switzerland, Cairo, Egypt, and Constantinople, Turkey.

## Day Returns

John L. Day, South American Representative of our Foreign Department, returned last Monday, October 2nd on the Pan-American from a three

months visit to Rio de Janeiro.

In discussing conditions in South America with E. E. Shauer, Director of our Foreign Department, Mr. Day said, "Prospects for the coming year are exceedingly bright and our business for the last year has shown a decided increase over preceding years."

Mr. Day is looking and feeling fine and has yet made no arrangements for his return to Rio.

## J. S. and the "Boss"



Mr. and Mrs. Martin now take orders from their son, in other words he is the "boss" of the Martin household.

Mr. Martin is Assistant to Managing Director John C. Graham, and maintains his headquarters at our London office.

## Paramount Scores in Japan

By O. R. Geyer

The new releasing year under our own banner in Japan was inaugurated on August 23rd, at the Imperial Theatre in Tokyo, with record-breaking results, according to a letter received by E. E. Shauer, our Assistant Treasurer and the Director of the Foreign Department, from Tom D. Cochrane, Managing Director of the Japanese branch. The pictures selected for the premier were "The Sheik," "Fool's Paradise," and "A Trip to Paramount Town," a program which was hailed by delight, not only by the native population but by the foreign colony as well.

No motion picture event in years attracted more attention than the Paramount premier for the new year. Columns of newspaper comment was given the event, and the reviews after the initial screening were the most flattering and cordial ever given a motion picture. The event was discussed for days in advance of the opening, and the leaders in the foreign colony and prominent Japanese were in attendance for the inauguration of our own activities in the Flowery Kingdom.

"The formation of our own company in Japan has been a great step in advance for our pictures in the Far East," said Mr. Shauer. "We have received word that our Mr. Cochrane has completed arrangements for four first run showings in the larger cities of Japan at the highest prices ever paid for pictures in those cities. The wonderful reception given our product on the initial showing promises a big year for us in that part of the world."



EVERYBODY FEELS PROSPEROUS-TEN THOUSAND BANKERS IN TOWN . . . DON'T KNOW WHY THEY SHOULD BE . . . JOE SEIDELMAN IS A DADDY NOW . . . JOHN DAY, OUR SOUTH AMERICAN REPRESEN-TATIVE, IS IN TOWN . . . L . . . M . . . W . . . GEORGE FAWCETT COMES EAST AND IS ADDED TO THE CAST OF "JAVA HEAD" . . . PRODUCTION DEPARTMENT HAS PURCHASED A LOT OF FINE STORIES . . . SEE DETAILS IN STUDIO FLASHES . . . A . . . C . . . L . . . PALMER STILSON. GENERAL TRAFFIC MANAGER NOW . . . READ SALES TALKS BY G. A. DURLAM, MILWAUKEE B. M .- HE HAS THE RIGHT IDEA . . . WM. DE MILLE'S PRODUCTION, "CLARENCE" ONE OF THE FINEST COMEDY DRAMAS EVER PUT ON THE SCREEN . . . SEE REVIEW . . . AGNES MENGEL, ONE OF MR. SPIDELL'S ASSISTANTS, IS BACK ON THE JOB AND LOOKING FINE . . . G. E. AKERS SOMEWHERE IN CANADA . . . F . . . B . . . O . . . HAROLD PITTMAN, OF LEGAL DEPARTMENT. MADE A HASTY TRIP TO CANADA LAST WEEK . . . X Y . . . Z . . . INVITATION GOLF MATCHES THIS WEDNESDAY AT MR. ZUKOR'S ESTATE . . . SEE RESULTS NEXT WEEK . . . THERE'S A PARAMOUNT PICTURE IN EVERY BIG THEATRE ON BROADWAY THIS WEEK . . . "OLD HOMESTEAD" IS PLAY-ING AT THE CAPITOL . . . McCARTHY, PUBLICITY DIRECTOR, ENJOYING A VACATION . . . ADAM SHIRK IS ON LOCATION

FOR THREE WEEKS WITH "COVERED WAGON" . . .

## "The Covered Wagon" Is Coming—

## "Clarence" A Winner

William de Mille's Direction, Work of Cast, Adaptation by Clara Beranger Achieve in Every Respect in Making This Picture Another Big Surprise

If you have never lived with a picture to date, you certainly will with this one. You are literally taken into the home of the Wheelers and bear with them all the troubles, and share with them the most humorous situations imaginable.

You will marvel at Clarence—you will wonder as do the rest of the family, who in the world

he is, where he comes from and what it is all about.

Wallace Reid gives a performance nothing short of marvelous in a character entirely new to his many in the years that he has appeared in Paramount pictures.

Agnes Ayres as the Governess attaches your admiration at the start.

May McAvoy as the romantic daughter, bears out every good thing said of this little star

all thru the production.

Kathlyn Williams as Mrs. Wheeler, is a welcome sight to your eyes after her absence from the screen and her performance, as usual, is excellent.

Adolphe Menjou as Secretary to Mr. Wheeler is a most villainous villain and you will grit your teeth, as we did, when he tried to steal charming May McAvoy by his false lovemaking.

In Robert Agnew, the flapper college boy, you see a splendid character not overdone in any respect, but all of a romping romantic "he-boy" after the hand of Agnes Ayres, the governess

Nor are we overlooking the splendid performance of Edward Martindel who plays the part of Mr. Wheeler, the father of the troublesome son and daughter.

You almost get tired for him when the many troubles are brought to his attention—for his

clearing up—for his disposition.

The above sounds enthusiastic, doesn't it?

Well it is—for no other reason than the impression it made on the executives at the Home Office when it was shown.

Home Office when it was shown.

The adaptation by Clara Beranger is certainly cleverly done and we realize, and we hope you do, what a task it is to put comedy on the screen without the slapstick.

Clarence is an exceptional picture of its kind and it will prove 100 per cent. entertainment in any theatre.

## Stilson General Traffic Manager

Palmer H. Stilson up to the time of his new title last week as Traffic Manager, is now incumbent of the position of General Traffic Manager.

He will continue to assist the Foreign and Domestic Departments in the handling of the company's traffic problems.

## It's "Daddy" Seidelman Now

A nine-pound daughter was born to Mr. and Mrs. Joseph H. Seidelman on Tuesday, October 3rd. Both mother and daughter are doing well, according to the proud father, who is assistant to E. E. Shauer, Director of our Foreign Department.

"Joe" is all smiles now and his chest—well, it's out a mile and three-eights,

## Victor Clarke Now Assistant to First Vice-President

Jesse L. Lasky Names Mr. Clarke and Explains Nature of This Deserving Promotion

Jesse L. Lasky, First Vice-President, announces the appointment of Victor H. Clarke to the position of Assistant to the First Vice-President. It is explained that the necessity for the creation of this new office arises from the tremendous increase in productional activities at our West Coast Studio.

It is Mr. Lasky's desire to maintain closer contact with writers, directors and stars and also to be able to devote a greater amount of time to the consideration of the big productions which are now being made and which will be made in the future. The immense amount of detail has made it difficult for Mr. Lasky to give the attention to these matters that he would like to give, and the appointment of Mr. Clarke will relieve the situation considerably. As a matter of fact, the appointment was made the first of August, and the results during these two months have amply justified the creation of the position.

It is made clear that the advancement of Mr. Clarke in no way affects the position of Charles Eyton, General Manager of our Lasky Studio.

Victor H. Clarke went to Hollywood over a year ago as special representative of the Production Department. During the recent absence of Mr. Eyton on a vacation, he filled the position of General Manager successfully. Prior to his coming to the Coast, he spent three months at our Long Island Studio completing construction; four months as Studio Supervisor and six months as General Manager of our big plant in the East. Before this he had been twelve years with the Gilsonite Construction Company in St. Louis and at the start of the war went with the George A. Fuller Construction Company taking an active part in building one of the big cantonments in the Middle West. Therefore he is well equipped, both in a business way as well as through his knowledge of motion pictures, for the important post which he is now to fill.

## James Cruze Is Directing It

## Montreal Mutterings

#### Tom Dowbiggin

Joe Ferte, the "Special Representative," was in town after an absence of two years-met a lot of old friends. Nobody loves a fat man-Joe hasn't an enemy here.

W. I. O'Neill paid a flying trip here this week -found everything 9-10-left same day-against his will—duty calls.

H. Pittman attached to the Law Department Home Office—stopped off here for a couple of days—coming back—likes the town—he ain't seen nothing yet—A Better Man Than I Am, Rhoderick Dhu.

DESERTED E'EN BY EVENING'S TWIN-KLING STAR-Our Office-Yum Kippercouldn't even get a contract on "Blood and

"MANSLAUGHTER"-screened here yesterday-Some Picture-Some Punch-"Say It With Conracts," says the boss-suits us.

This is the only spot in the World—Paramount 41 1-20—Giants 1-2—Some town for a convention-When they sing "Should Ould Acquaintance Be Forgot—Some pep in it—Always glad to see any of the boys.

## **Exploits**

#### By Bam

Harry Swift, who has earned the distinction of being the champion window grabber of America, just got the first one in the history of Ashland, Ky. A "replica" of gown worn by Nita Naldi in "Manslaughter," was sold from the window for \$200 and Harry says that this window belongs to Paramount in the future. All doubting merchants should know of this and similar window sales from Paramount tieups. Harry also kicks in with the most effective and original merchants' newspaper tie-up page the Home Office has received in many moons. It's a city booster page on "If You Believe It, It's So," signed by twenty leading merchants and manufacturers of Hamilton, Ohio.

Oscar Kantner, Detroit, was so affected by "The Old Homestead," he wrote: "I was never cut out to be a minister but I could make a wonderful sermon out of the things I personally received from this picture." Oscar suggests it is of the utmost importance that "The Old Homestead" be accorded the proper orchestral accompaniment.

Harry Eagles, Seattle, pulled a neat one when he got a whole tribe of Wenatchee Indians to parade Lewiston, Idaho, with their horses ban-nered to exploit "The City of Silent Men."

## Cronin Makes Certain

Joe Cronin, one of our bookers in the Boston office, booked a certain theatre near Boston with thirty-seven features for the month of September, which is going some.

The exhibitor failed to call for one of his pictures last week and Cronin phoned him immediately and said, "What are you doing, trying to toss us around?"

The result was that he secured a date on the

picture for the following day.

'The substance of this phone conversation," said George Schaefer, District Manager, "was so humorous after having booked a man thirty-seven pictures, that it is worthy of mention.

## Detroit Pepagraphs

#### By Bill Phillips

This is the way things are done in Detroit: Five minutes after the private screen of "MANSLAUGHTER," a wire is sent to Mr. Kent, telling him he's got a dog-goned good nicture.

In another five minutes, arrangements have been made for the screening of the picture the next day with the PARAMOUNT first run exhibitor in the state capital, and the next day Oscar Kantner begins a campaign to break through the lines and screen the picture for the Governor of Michigan.

Howzat?

An exhibitor entered the office the other day and viciously attacked our beloved Zone 1 salesman, "Kid" Ramsey.

"Why did you give those pictures to the opposition house?"

Ramsey gave the man one look (one of Ram-

sey's is enough) and replied:
"Mister," he says, says he, "these pictures don't belong to the salesmen.'

The exhibitor smiled, folded up his tent, and softly stole away.

Here's a wire that caused quite a stir the

other day: SHIP GAME CHICKEN SATURDAY WILL PICK UP SUNDAY MORNING IN KALA-MAZOO

George Brookins Otsego, Michigan.

Further comment censored.

## Bronze Medal for Buxbaum

In recognition of H. H. Buxbaum's services to his country during the World War, the American International Shipbuilding Corporation, agents for the United States Shipping Board, sent him a beautiful bronze medal.

Naturally being a part of this industrial venture was a source of personal satisfaction to Bux.



## Welcome Pola Negri

By A. H. Shirk

Pola Negri has arrived on the scene and has conquered all beholders. "Isn't she lovely!" is the general consensus regarding the appearance of the Polish star. There is also a distinctive quality of personality about her which renders her unusually interesting. She is distinguished without being distant; she takes a lively interest in what is going on, and her clear eyes miss none of the important points.

Busy with getting settled she has already had time to talk with George Fitzmaurice who is to direct her first picture made in America, "Bella Donna." Ouida Bergere is finishing the adaptation of Robert Hichens' novel which affords her an unusually fine vehicle.

John C. Flinn accompanied the new star and aided in all the arrangements for her transition from the Old world to the New. A banquet at the Ambassador for the newspaper, magazine and feature writers served to introduce Miss Negri to the Los Angeles writing fraternity. John C. Flinn acted as toastmaster, with a brief introductory speech, called on Jesse L. Lasky, First Vice-President of Famous Players-Lasky Corporation, who in turn introduced Miss Negri and told of his first meeting with her in Europe. George Fitzmaurice was then asked to say a few words and the meeting ended.

At the train on her arrival, a battery of news weekly and newspaper photographers met the star and she graciously allowed herself to be "shot" from all angles, with Mr. Lasky and Mr.



S. LASKY AND FITZMAURICE WELCOME POLA NEGRI Left to right: George Fitzmaurice, Pola Negri and Jesse Lasky

Fitzmaurice, though it was very warm and she was weary from her trip across the continent. A huge basket of oranges was presented to her and she responded with a smile that was radiant.

Pola Negri is an artist-this is already a proved fact; also she has, as stated, a distinct and altogether charming personality.

#### An Achievement in Sets



At first glance you would say that the photographer made a good shot at the water front, but if you look more closely you find that this section of some city's lower side has been set up right on the studio floor. In fact an entire section of San Francisco along the water front was erected in an exact replica on the studio stage and is one of the largest sets ever built for any of our productions.

This scene is used in "Singed Wings" Penrhyn Stanlaws production, featuring Bebe Daniels.

## On the Set With Matty Cohen LONG ISLAND STUDIO

Bill Cronk, our purchasing agent, is writing a book on memory. You know, one of those things you read about in the magazine "ads"-"How to acquire a perfect memory in ten lessons." Just a short while ago, after an interesting half-hour talk on the subject, by his "nibs," I asked him, "What are you going to call the new book?" He thought for a moment and then looked puzzled. "What's the matter?" I asked him. "By gosh," he muttered, "I'll be hanged if I can remember the name of the blame thing."

Speaking of memory—Johnny Edwards, of the Accounting Department forces, has been after me for a long time to use some of his "stuff" in this "colyum." Meeting him "on the set," I showed some of my copy for PEP. He looked it over and laughed. "Whats the joke?" I asked him. "Why that's terrible stuff," he answered. "'S too bad, Johnny," I told him, "That's the stuff you wrote yourself last week."

George Kipp, one of our "Famous" grips, asks:

Why does a guy When he's eating pie-Begin at the very sharp corner?

George Hinners is with us again, and without a doubt the boys are glad to see "Peanuts" once more. Incidently, in a recent issue of PEP the praise agent forgot to mention that Georgie was the "man behind the camera" when the members of the PARAMOUNT PEP CLUB, at their recent outing, acted up for the movies. I can safely say it was "reel" stuff. On his arrival at the studio, George, as usual was there with a "nifty." He greeted me with "Got a new job for you, Matt." On inquiry I found that it was a job as *umpire* in the union. "What are my duties?" I asked. Making sure the exit was not blocked, he told me, "All you have to do is to call strikes."

They're a wild crew—meaning the property men. Known as the "Forty Thieves"—they have lunch together every day in the hand prop room. Here's the words-write your own music.

George Vander Minden: "How will you have your chicken (ham sandwich), Joe?"
Joe Johnson: "Make it well done, I get it

rare enough." Herb Mercer: "That's a Masonic joke."

Benny Mahoney: "How come?" Herb: "You get it by degrees."

Bill Johnson: "How about changing the name of this society to "The ancient order of Gonniffs"?

Ed Ellis: "That ought to take well."

Dave Steck: "Let's sing a little hymn before we go back to work."

Here's what they sang:

"He buttoned his coat, so dainty and shy That the boys began to scoff,

He said I must be Real careful, you see,

Or the buttons will all drop off!"

(Continued on page 15, second column)

#### Take a Good Look



When Bebe Daniels, one of our fascinating little feminine stars, snatched a few minutes for a rest on one of the sets, George Hegis, one of the cast of Penrhyn Stanlaws produc-tion, "Singed Wings," seeing her sitting nearby, immediately brought out his telescope thereby bringing her closer to him by the use of the instrument.

Miss Daniels is wearing one of the beautiful costumes which makes "Singed Wings" a work of art and fashion.

#### Can't Steal Tom's Stuff

Director Alfred Green has all praise for Tom Meighan who played the leading rôle in "The Man Who Saw Tomorrow," which is now being edited an titled at our Long Island studio. There is a scene in the picture where Meighan is thrown overboard into the Pacific Ocean with a sack tied over his head and his hands tied behind his back and when Green tried to ring in a "double" for Meighan Tommie insisted on doing "his stuff"

In the projection room the other day when the scene was thrown on the screen Green delivered his sentiments on the matter after this fashion:

"Just look at that. That's Tom. This is all his stuff. We had another man to do the stunt for him but he wouldn't stand for it. Isn't that great stuff? All Tom's, too. He's a great boy. And I'll tell you he got a kick out of doing that scene. We raked him out of the water before he swallowed more than a quart of the Pacific.'

## Biggest of Sets

There is one place in New York where the "L" traffic is not congested. It is at our Long Island studio where a bit of the Sixth Avenue elevated has been constructed for movie purposes. The street scene which shows one entire block of Washington Place west of Sixth Avenue was constructed for scenes in Elsie Ferguson's latest picture, "Outcast." It is the largest that has ever been built at the Long Island studio, being 150 feet long and taking a camera shot of 250 feet. In the distance beyond the elevated can be seen Washington Square.

## Pepful Paramount Paragraphs

By A. H. Shirk

Conrad Nagel, Conway Tearle and Claude King Are Already Named for Important Rôles in the Cast of Pola Negri's Picture, "Bella Donna"

James Cruze and his staff are ready to go on "The Covered Wagon." Words almost fail in attempting to describe the magnitude of this new Paramount Picture which Jack Cunningham adapted from the book by Emerson Hough. Work will start at Antelope Island in the Great Salt Lake where the big buffalo herd is located. Then the company will move down to Nevada where, at the immense Baker Ranch, the thrilling episodes will be filmed. Karl Brown is the camera expert and Vernon Keays is assistant director. Adam Hull Shirk, West Coast Publicity Director will accompany Mr. Cruze and spend about three weeks on location to get material for publicity and will take along Gene Richee, a staff photographer, to obtain stills. This picture will be a byword with the American public before it is even completed. James Cruze produced "The Old Homestead," which is a guarantee of the excellence of the coming picture. The cast follows: Charles Ogle, Ethel Wales, Lois Wilson, J. Warren Kerrigan, Alan Hale, Ernest Torrence, Tully Marshall, Guy Oliver, John Fox. Everyone was selected because he or she represented the exact type

cause he or she represented the exact type

required, and for acting ability.

William de Mille is busy with his new production, which is an original by Clara Beranger and started off with a very excellent theatre williams and Harrison Ford are the featured players. It is declared that Miss Daniels has one of the greatest rôles she has ever been offered in this picture.

Here are the principals in Cecil B. De Mille's

current picture, as yet untitled:

Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson, Pauline Garon. In the supporting cast appear Clarence Goldart, Lucien Littlefield, Robert Brower and Kalla Pasha.

Wanda Hawley will be leading woman for Wallace Reid's new picture, "Nobody's Money." Beulah Marie Dix adapted the play by William Le Baron. The picture will be directed by Wallace Worsley, specially engaged, and work starts Oct. 9th.

Joseph Henabery has almost finished "Making a Man," in which Jack Holt stars.

Penrhyn Stanlaws is working on the fairy sequence for "Singed Wings," his production featuring Bebe Daniels and Conrad Nagel. These scenes will be made on location and will consist of a wonderful fairy garden as well as a witch's hut. Quadruple exposures and other trick stuff will be used in securing the fantastic effects so necessary to an episode of this type. The picture is of course purely modern, the fantasy being merely an interlude, so to speak.

Betty Compson has started for Honolulu where she will make most of the scenes for her new star picture "The White Flower," written and directed by Julia Crawford Ivers. Edmund Lowe is leading man. Such exquisite back-grounds as the Pali Diamond Head, the volcano, the Beach of Waikiki, etc., will serve to make this picture more than ordinarily attractive, but it is also a strong and modern drama with a great rôle for the lovely star.



# Leaks from Hollywood

Gloria Swanson witnessed a duel this weekbut it was just a scene in her new picture, "My American Wife," by Monte M. Katterjohn, based on the story by Hector Turnbull. It's a Sam Wood production. The principals in "the affair of honor" were Antonio Moreno, leading man, and Gene Corrado. This is sure to be a striking picture because it abounds in romance and color.

Charles Maigne is getting ready for the jungle scenes in Mary Miles Minters' new picture, temporarily called "Sacrifice"—an adaptation by Will M. Ritchey of the Stephen French Whitman story.

Karl Brown, who "shot" the Paramount Picture, "The Old Homestead," is again assigned to a production which will require the exercise of all his talents and skill—and he is reckoned as one of the most expert of the camera fra-

He will photograph James Cruze's production, "The Covered Wagon," and is already in Nevada, Utah, or somewhere on one of the sevof pioneer days preparing for the active productional work shortly to be started.

To his credit also, Mr. Brown has "One Glori-

ous Day," the Paramount Picture which was as full of tricky photography as the average egg is full of meat. Even quadruple exposures mean nothing in Karl Brown's life; he is a close student of the very latest developments in motion photography—and as these are of almost daily occurrence, anyone to keep abreast of the times must be a most assiduous investigator,

experimenter and reader.

"The Covered Wagon" will include such "simple" stunts as photographing a herd of buffalo, wild as March hares—coming full tilt and head on; prairie fires; raging torrents being forded by wagon trains; Indian attacks-night and day-and so on.

It is "some little job."

## Stories Purchased by Production Department

The following stories have been purchased by our Production Department:

Glimpses of the Moon, by Edith Wharton; Grumpy, by Horace Hodges and D. W. Percyval; Sacrifice, by Steven French Whitman; Danger, by Bayard Beiler; Rustle of Silk, by Cosmo Hamilton and Prodigal Daughters, by Joseph Hocking.

All the above stories are among the most popular

on the market whether old or new.

"Grumpy" played in New York 180 times in one season and thirty-two times the next. It also enjoyed a long run in London.

In all probability casts will be selected in the near future for these stories for production.

#### Powell for "Outcast"

William H. Powell, who plays Luke Francis in "When Knighthood Was in Flower," has been added to the cast of Elsie Ferguson's latest picture, "Outcast." He will play the rôle of De Valle, a South American. John Davidson was originally announced for this part but owing to a producible engagement was unable to play it. vaudeville engagement was unable to play it. Powell will be remembered by Broadway theatregoers as the man who took James Rennie's part in the stage play, "Spanish Love," last season.

## Welcoming Them East



When Lila Lee, Star, Alfred Green, Director, and Helene Warren arrived from the West Coast to make "Back Home and Broke," George Ade's story starring Thomas Meighan, they were welcomed at the Long Island Studio by E. C. King, Manager of our big Long Island plant.

The photo shows them on the steps of the main

entrance to the studio.

Reading from left to right they are: Lila Lee, E. C. King, Helene Warren and Alfred Green.

#### West Coast Visitors



When Mr. and Mrs. J. A. Hanff, the former of the firm of Hanff-Metzger, Advertisers, visited the West Coast Studio recently, Betty Compson, our famous star, joined them in looking over some of Hanff-Metzger's latest ads on Paramount pictures.

Mr. and Mrs. Hanff spent seven or eight weeks at the West Coast, four days of which were utilized in going the rounds of our West Coast studio.

## On the Set With Matty Cohen

(Continued from page 13)

It certainly is a pleasure to be associated with one who puts his whole heart and soul into his work. One who thinks, talks, and dreams of nothing but the good he can accomplish for good old "Famous"—and that for twenty-four hours each day. Here's the answer. The other day I met Master Jack Gain, Jr., son of genial assistant studio manager. Young Jack was carrying a load of brand new school books almost as large as himself. "Hello," he said. with a miniature reproduction of the famous Jack, Sr., smile, "I'M going to school now." "Great," I said, "Now I suppose that you will be able to tell me who is the father of our country?" Without a moment's hesitation he answered, "ADOLPH ZUKOR."

## 學是認定學學

A prominent young vaudevillian now gracing the boards of the "big time houses" took exception to the song title that I mentioned in a recent issue of PEP, entitled "In the Autumn when the Levys Begin to Fail," claiming he had it copyrighted.

So in order to soothe the ruffled feelings of our friend from Vaudeville, I wish to announce that Teddy Pahle and myself have changed the title of Teddy's song to: "She Went to Buy a Straw Hat, so She Came Back With a Sailor."

## Yeh!—So Dumb, He Thinks a Booker Handles Race Horses



# The Pepville Gazette



Vol. 7. No. 14

MONDAY, OCTOBER 9, 1922

Price: We Should Tell.

#### THE PEPVILLE GAZETTE PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Upstairs and Down.

Weather:

Bootiful

#### Lost and Found

I read that they have found Christopher Columbus's bones. I never knew he was a gambling man.

#### Or a Pitchfork

Spidel: "How do you like that cigar I gave you old man? For two hundred bands of that

two hundred bands of that brand they give you a grama-phone."

Mel Shauer: "You don't say! If I smoked two hundred of those cigars I wouldn't want a gramaphone, I'd want a harp."

#### Weeks and Clark

Weeks—Make a sentence with e word "alternate."

the word "alternate." Clark—Sure, George. Nathan Murphy sent his suit back to the tailor with a note saying, "please alter—Nate."

#### Starting Him Right

Mr. Levinsky returned home from business and found his wife rocking the baby and singing, "By-low, baby, by-low; by-low, baby, by-low—"
"Dot's right, Sarah. You teach him to buy low, and I'll teach him to sell high."

#### Gramatically Correct

Old darky, to shiftless son: "I hearn tell you is married. Is you?"

Son, ingratiatingly: "I ain't sayin' I ain't." Old darky, severely: "I ain't ask you is you ain't; I ask you ain't you is."

## Winnipeg Exchange

#### L. Margolis-Correspondent

The Winnipeg Paramount Pep Club held a party as a farewell to our old manager, Mr. Carl H. Weeks, and a welcome to our new Manager, Mr. Margetts. First event on the programme was a theatre party, which was followed by refreshments and dancing at the office. Mr. Weeks was presented with a sterling silver cigarette case on which were engraved his initials, and on the inside "Remember the Winnipeg Staff." Everybody enjoyed themselves immensely. Mr. Cloakey of the Capitol Theatre, was present and expressed his regret that Mr. Weeks was leaving, and also gave Mr. Margetts a hearty welcome.

Mr. G. A. Margetts arrived in Winnipeg a few days ago, to take the management of the Winnipeg Exchange. It took Mr. Margetts two days to get acclimated, but he is quite fit now. We all like Margetts, and think he is a very fine fellow. We are with you 100%, Mr. Margetts!

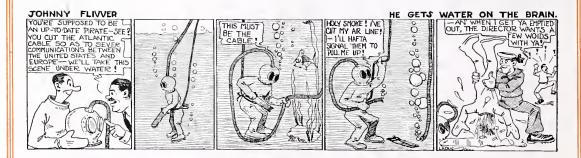
#### Waves from the Ocean

#### By An-Los Angeles

Mr. C. A. Ponedel, Salesman for Zone 3, took his traveling bag and accompanied by his wife, engaged passage on a vessel to sail the uncharted seas to the Island of Catalina where he will take a short rest after his strenuous work in the Paramount Month drive.

"Boomerang Bill" Winship has again taken up his contracts and again sallied forth into the boundless desert tracts of Arizona to fill even the desert sands with joy with the word of the "Forty-one Without An Alibi." Best of luck, Bill, you sure made an enviable record in the Paramount Month crusade.

Our best wishes to P. aramount S. alesman Wilson whom it is whispered in the best circles has popped the question and will soon load himself down with the chains of matrimony. This may be another rumor, but we think not; therefore we prepare, so be very careful, Paul, that's all we have got to say.





## Greatest of Zukor Golf Tournaments

W. H. English Trophies Hotly Competed for at Zukor Estate Last Wednesday. W. H. English, Jr., Wins Invitation and Oscar Morgan Romps Away With F. P. Finals

"If somebody doesn't win, I'll have heart failure," said Adolph Zukor last Wednesday, when W. H. English, Jr. and Oscar Morgan were battling almost in darkness for supremacy at the

Many "silver kings" have whisked thru, over and around the Zukor Golf Course but few have had a more exciting "roll" than was evidenced last Wednesday on the beautiful Zukor estate

at New City.

Not a dull moment was experienced the whole day from the time twenty-nine players teed off for the morning qualifying round of twelve holes until the gallery broke into applause when English sunk the white sphere in the can after the most exciting medal play ever witnessed, not only on this particular course, but any.

In the final round of the Invitation tournament in the afternoon out of the twenty-nine players English, Morgan and Stebbins all finished with a net score of seventy-five.

In order to suitably play off the tie, all three

men had to play a full nine holes so that handi-

caps could be properly applied.

Twas but a few moments before, a large gallery was trailing the "three musketeers" were on even terms at the eighth green. It looked as tho' Morgan was out of it for the moment here but a long putt from the edge of the green beautifully sunk, put him even with English. English and Morgan had Stebbins two down here.

Then the fun began. All three drove prettily, well on the fairway on the approach to the ninth hole. Stebbins then drove in the rough and lost his ball. This put him out of the running for English and Morgan drove but a few feet from the green, both "sinking" in five. A tie again. It was getting dark. Both went back to the brook, drove up and both sunk again

for a tie.

#### SIX TIMES FOR A TIE

It was a gruelling contest for the two boys, for no less than six times did they repeat this tie at the 9th hole. To make it terminate they drove from the rough only to tie again after two tries. At the third try from the rough, Morgan made a "bad" out and English a good one. Two more putts and English drew applause from the gallery and congratulations from Morgan. The lively contest was over.

All adjourned to the garage where a most inviting buffet lunch was waiting and E. J. Ludvigh as toastmaster made the presentations for both the finals of the Famous Players tournament, qualifying rounds of which were held last Spring and the finals of the Invitation.

Final scores in the Invitation were figured as final scores for the Famous Players Tournament, seven of the Famous Players finalists having participated in the Invitation finals.

John Flinn, one of the most promising contestants for the Famous Players cup, was at the West Coast.

The Tiffany leather medal, the duffer's prize,

was won by George Spidell.
"The End of a Perfect Day," rendered by a few vocalists and a few who were not, was indeed apropos and after sincere expressed appreciations to the host and hostess, Mr. and Mrs. Adolph Zukor, the many cars whizzed out of the drive bound for home.

The following were entered and played in

(Continued on page 5, second column)

## Management, Salesmanship and Service

By H. C. Wylie

Management is the head— Salesmanship is the hands—

Service is the *heart*—of the business.

All head and no hands and there would be no business.

All hands and no head and there would be no reason for business.

Stop the service and the heart of the business stops; then all the advantages of buying right and selling to satisfy, is a story only fit to be engraved on a tombstone.

#### Boost! Boost! Boost!



There are two kinds of people in this world, boosters and knockers.

So far as we can find out, the knocker holds a grievance usually based on sour grapes and his knocks are usually directed in the direction of his former associations, which if investigated you will find were unsuccessful on his part.

The booster is the fellow we are looking forone that holds a great deal of pride in being a Paramounteer and one who boosts, not for aspiration thru political channels, but thru earnest consideration for the welfare of the organization he

represents and the product he distributes. We are not going to ask which you are, as we

take it for granted you are a booster.

If you are not someone else should be in your place.

#### Durlam Talks

#### By A. G. Durlam Branch Manager at Milwaukee

TO ALL SALESMEN:

Be proud of the fact that you are a PARA-

MOUNT SALESMAN.

You are representing the biggest organization in its field, and your own common sense tells you that Famous Players-Lasky never would have attained this position unless it were merited. You are each in charge of an important territory, and in your hands is the successful conduct of the business of this great organization in that territory.

Did you ever think of a PARAMOUNT PIC-TURE in quite this way? Suppose we consider, not a picture that is a riot, but one of those which represents the fine consistency with which PARAMOUNT delivers its product to Let's talk of the LITTLE MINexhibitors.

ISTER.

First the story. Everyone who is interested in good literature, all those who appreciate fine characterizations, the literary societies and the governments that delight in honoring genius, accord the author a first place in the modern world of letters. J. M. BARRIE wrote the story.

Next the cast. Who could have been Babbie more true to the book than Betty Compson? Remember the time spent in finding an actor suited to the rôle of the minister? George Hackathorne brought to the screen all the whim-

sical humor of Barrie at his best.

Now the staging. The town of Thrums. Remember it? Beauty, in every scene, and why shouldn't there be? Stanlaws, the director, an artist. While you watch the picture you are surely in SCOTLAND.

And the director. Stanlaws can make a princely living with his brush. He is one of the few American artists with an European reputation. While you may remember him as a painter of pretty girl covers only, his ability is away beyond magazine illustrating.

There you have it. Story, cast, sets, director. Every picture PARAMOUNT releases, and I mean EVERY picture, including those we have to break our necks to sell, is at the very least, far ahead of the similar grade productions released by all the others. Back of you is the BIGGEST organization in the business. The best directors, all the actors and actorines that amount to anything; certainly there are few directors of any consequence not with us, a corps of artists like Joseph Urban to design sets, and stories by authors whose names when read, make you think you are reading the list of who's who in literature. All this is backed by advertising that makes our nearest com-petitor look like the last rose of summer.

Consider all this. If you don't swell up your chest and bust a few buttons off your vest while doing so, something is the matter with you. Most of the others are just peddlers—

we are Salesmen.

Sell yourselves on PARAMOUNT AND THEN GO OUT AND SELL PARAMOUNT.

G. A. DURLAM.

## Indianapolis Charlie



The gentleman in the photo is our leadfrom the ing man Indianapolis Exchange. Charles M. Reagan, Branch Manager of the Indianapolis crew in the Hoosier city. On second look we think that Charles would make a good leading man at thattake your time about sending him the cigars.

Chas. M. Regan

## Rodman Works Fast

When it comes to being a fast worker, Jack Rodman, Booking Manager of the Indianapolis Exchange, otherwise known as "Handsome Jack," wins the tissue paper bullet-proof chest protector. The fact is, that Jack received word at 11:30 that the BONDED WOMAN had missed connections for the Indiana Theatre, Terre Haute, Ind.,

At 11:45, he was on the train and reached Terre Haute 10 minutes before the picture was due to go Exactly 7 minutes before the picture was scheduled for showing, Jack was in the booth of the Indiana Theatre, setting up the first reel for

the operator.

Due to the fact that the train at Terre Haute coming back to Indianapolis was a trifle late, Jack was able to deliver the print and get back to the station in exactly 12 minutes so that he could catch this train for Indianapolis, where he had an appointment with one of the exhibitors in this territory to set in his dates on the 41.

Some folks might not appreciate this work, and the wonderful way in which Jack finished up in Terre Haute, but the secret is that Terre Haute is one of the Anti-Prohibition spots of Indiana and we think that Jack deserves a Carnegie Medal for the notable way in which he cleaned up his business and got out of "Terrible" Haute.

## Right Back At 'Em

Recently an exhibitor walked into our Portland, Oregon Exchange and opened with this remark to Mr. Stang our Booker: "It looks as if the cream in the bottle will be sour by the time we get the pictures." He was referring to one of Mr. Kent's recent articles.

Mr. Stang lost no time in coming back with this: "The best butter is made from sour cream."

The exhibitor acknowledged Stang's reply and everything went along smoothly.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
11s Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

OCTOBER 16, 1922

No. 15

# Makers of Men A COMMON-SENSE EDITORIAL

By Bruce Barton

A man who has accumulated more than a million dollars in various enterprises was in my office not long ago.

"I understand that Jones is going to leave you to go into business for himself," I said. referring to one of his younger associates. "I hope the venture will be successful."

"It will be," my friend replied positively. "I wouldn't have let him undertake it unless I was sure he could make it go. It's a point of pride with me to have my boys successful."

"The biggest satisfaction I get out of business is in picking likely youngsters and helping them up the hill," he continued. "Look at the men who started with me. There's Mason, vice-president of the best concern of its kind in the country; and Emerson, who has made a fortune in Chicago; and Needham, with a snug little business that gives him fifteen thousand dollars a year; and a dozen others. I held on to them in the face of all sorts of offers until just the right thing came along. Then I said: 'Go to it, and I'll help you all I can.'"

"I am prouder of them than I am of my factories," he concluded. "Their success is the best thing in my business life."

As he spoke, I thought of another millionaire who died not long ago. Of him it was said that he hired brilliant young men, paid them well, sapped their ideas and energies, and tossed them out like squeezed oranges. He left great wealth when he died, but that is all he did leave. There is no single man anywhere who can say: "I owe my good fortune to the interest which that man took in me. His training and encouragement made me what I am."

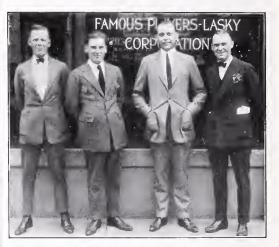
About a century ago a certain scientist was startling the world with his researches. One great discovery after another came out of his laboratories; his lectures were thronged by eager listeners. He was the lion of the hour.

He received a note one day from an unknown, self-educated boy, the son of a blacksmith. The boy confided to the scientist his

## Second Request

Will the Exchange who forwarded 102 Transfer Form for the Strand Theatre with Mr. Zorn, Exhibitor, to the K & F Amusement Corporation, communicate with the Home Office as to what city same covers.

#### From Denver



Here is our lively quartette from the Denver Exchange. Two new salesmen have joined our forces there under the management of Mel Wilson and we are introducing them to you on the extreme right and left of the above photo.

In the photo, left to right, they are: H. F. Nickolson, Western Nebraska Salesman; Rick Ricketson, Exploiteer; Mel S. Wilson, Branch Manager and A. E. Dickenson, Salesman in Western Colorado.

ambition to give his life to scientific research; he even hoped that some day he might meet and talk with the great man himself.

and talk with the great man himself.

The reply to the note was "immediate, kind and favorable." The boy was invited to meet the scientist, and later became an assistant in his laboratory.

The scientist was Sir Humphrey Davy, to whom the world owes a great debt for his long list of discoveries in physics and chemistry. But an even larger debt is due him for the encouragement offered to the unknown son of a blacksmith, whose later work outshone his own. Sir Humphrey Davy's greatest discovery was that boy—Michael Faraday.

I sometimes think that successful businesses should add a line to their letterheads after this fashion: "John Jones and Company, Builders of Automobiles—and of Men."

And that somehow the Government should discriminate, in levying its taxes, between the businesses where men are merely used and those where men are made.

-From Red Book Magazine.

## Paramount First—Last and Always

## Action in Los Angeles



You might think that these exhibitors, crowded in the Booking Department at our Los Angeles Office, are booking up Paramount Week, but they are not. This is an ordinary morning a month later. Captain Ollie Traggardh cannot be seen in the picture but he is there just the same-right in the middle of the fray, directing his sales representatives to their clients. Over on the end is Carroll Peacock with his hat on, grip in one hand and brief case in the other, all ready and in a hurry for a trip to see an exhibitor who promised to call but didn't. Bill Winship cannot be found in the picture either as he is over on the other side sitting down with an exhibitor he brought in with him in the car on his last trip through Arizona to help him set play dates. Bob Amadore is surrounded by a few of his customers who refuse to buy pictures from anybody except Bob himself. Quietly, but convincingly, Paul Wilson is making another one of his "41" without an "alibi" sales. The remaining sales representatives of the Los Angelcs Office, Carl Ponedel, was out in his Zone when this was taken. The first man on the right is James Cook who plays everything Paramount produces in his theatre at El Centro, Calif. Directly to Mr. Cook's right is Frank Clark, Manager of Booking Department and his two assistants, L. O. Brown and M. C. Burles.

## Block Joins Us

Ralph Block, former well-known dramatic critic and special feature writer on the staff of the New York *Tribune* and more recently scenario editor for Goldwyn, has signed a contract with us and left for Hollywood where he will become one of the production editors at our West Coast Studio.

## Sit on the Lid

"Build for yourself a strong box,
Fashion each part with care,
When it's as strong as your heart can make it
Put all your troubles there.
Hide in it all of your failures,
And each bitter cup that you quaff,

Lock all your heartaches within it,
THEN SIT ON THE LID AND LAUGH."

EARL W. SWEIGERT
Phila. Office.

## The Exploiteer Tells Us

#### By Bam

Eli Orowitz put large black and yellow cards on all the Yellow Taxicabs of Philadelphia, advising the public to "Take a Yellow Cab and See 'Manslaughter'"—this in addition to speed warning cards all over town. The exploiteers who have thus far sent in big "Manslaughter" campaigns include Leslie Whelan (the daddy of them all), Bill Danziger, John Friedl, John Goring, Russell Moon, Harry Royster, Freddie Walters, Harry Swift and Eli. We know many others in work or on the way.

Russell Moon (New Haven) conducted an "Old Homestead" barn dance in New London, Conn., just before the opening of the picture. Prizes were given for the best impersonations of Uncle Josh and Aunt Rose. Window cards, heralding the dance, announced it as the Paramount dancing event of the year and were embellished with a photograph of Theodore Roberts as Uncle Josh and pen and ink drawings of the other leading characters. We now expect to see an epidemic of "Old Homestead" Barn Dances all over America as it is the ideal season of the year for them—pumpkins an' everything!

George Smith (Toronto) planted a fake bull fight story so cleverly in London, Ont., that the Mayor and all the newspapers "fell" for it. Besides front page articles there were editorials and suggestions that this would be a good means to raise capital for a local college. As a result Loew's Theatre did a turn-away business on "Blood and Sand."

Rick Ricketson (Denver) arranged a theatre party and a birthday party for Theodore Roberts when the grand man played the Orpheum, Denver. He was also given a royal reception at the railroad station. A floral presentation was made as in Salt Lake. If Roberts plays many more cities where there are Paramount Exploiteers he should carry a special hot-house car.

## Zukor Golf Tournament

(Continued from Page 2)

the tournament: A. M. Botsford, A. O. Dillenbeck, Wm. H. English, Jr., J. Radford English, Felix Feist, E. S. Gaylor, Felix Kahn, Robert Kane, S. R. Kent, Ralph Kohn, Austin C. Keough, Johann Clarr, Frederic G. Lee, Marcus Loew, Arthur Loew, David Loew, Oscar Morgan, P. J. Morgan, Henry L. Salsbury, Emil E. Shauer, Melville Shauer, George Spidell, Arthur Stebbins, Theo. C. Young, Adolph Zukor and Eugene Zukor.



## IF IT'S WORTH RUNNING, IT'S WORTH ADVERTISING

## Dealing With One-Man Towns

By A. R. Mueller

Indianapolis Accessories Mgr.

In the Indianapolis Exchange territory we have quite a few of the so-called "ONE-MAN" These are without a doubt the hardest fellows you can run across to realize the value of advertising. These fellows sit back with that self-satisfied air, that when the people of their town want entertainment they must come to their theatre.

What if they are using PARAMOUNT PICTURES and giving the people the best pictures

that money can buy, if they do not advertise these pictures RIGHT there is no use in showing them at all. Because, "IF IT'S WORTH RUNNING IT'S WORTH ADVERTISING."

The big idea of any exhibitor is not what he pays for the picture but what the picture is going to pay him, and the only way an exhibitor can get the proper returns on any picture is by advertising it right. Advertising is the insurance an exhibitor takes out on the life of his theatre. These "ONE MAN" towns need advertising far worse than a lot of theatres in bigger towns, for in the small towns the people soon lose the habit of going to the theatre if you don't keep

up a continual barrage of advertising and keep them in such a frame of mind that they are always anxiously awaiting to see what your next picture will be. By using the maximum amount of accessories and advertising in connection with the showing of his pictures he can very soon sell them the idea, that nobody should miss the brand of pictures he is showing. He should plaster posters in every available spot, shoot plenty of dope into the newspapers and advertise all he possibly can. One thing he should know is that: "BILLBOARDS ARE BUSINESS BOOSTERS.'

One thing this type of exhibitor can never meet is opposition. That is not from a real live-wire exhibitor, for the only way a theatre owner can become a real live-wire exhibitor is to learn the value of advertising. When a fellow owns the only theatre in town and has been doing nothing but using a couple of one-sheets in front of his theatre he is inviting opposition. He can go along all right until some high-powered exhibitor gets into the town who really sells his pictures to the public by advertising them right, and then it is not very long before the first fellow is ready to hang the FOR-SALE out on his house. Then he realizes that if he had only done what the new fellow is doing, it would still be a "ONE-MAN" town. They are hard to sell this to, but once sold,

they generally put it over big.

## Roy Davis Says-

"It is really not a very hard job to sell our accessories due to the wonderful designs and colorings and also the productions that they advertise."

## Selling Fanfotos

#### By "Andy" Jackanic-Cleveland Accessories Manager

We took the position that every woman is "wild" over photos of motion picture stars and especially where those photos are autographed.

We sold the exhibitors this idea and convinced him that this would cause a rush of people to his theatre if he would give away photos of each of our stars.

We also suggested that he put a table in his lobby and then have a boy or girl attractively dressed and of pleasant personality to hand them out after the tickets have been purchased at the box office.

We also sent out copies of a snappy illustrated circular which brought in some results and by keeping after them through letters, etc., we landed them.

## Hynes' Hints

Some time ago Dan Hynes, Storehouse Manager, hinted that September would be a busy month.

Today he verified this prediction, announcing that the Storehouse handled 4,667 orders during the month of September. Figure it out for yourself.

Dapper Dan and his entire crew deserve great credit not only for the amount of work they have done but the way they have done it.

## The Best Way

One of our Accessories Managers has asked whether we knew of any novel ways of soliciting accessories business.

Up to a short time ago the most novel thing about soliciting accessories business was the fact that we did solicit it. For many years the accessories went along as a passive secondary to film business.

Today, more distributors and more exhibitors realize that accessories are a potent factor in getting the proper revenue for both the exhibitor and distributor.

The question of how to sell accessories is the particular problem today. Without any doubt our accessories and the productions are of Paramount calibre, and the easiest and best way to sell accessories is to display them before the exhibitors' eyes. However, it is not always possible to do this before the actual sale is made.

We would therefore suggest this motto: "Please the Exhibitor once and it will be easy to please him the second time."

Accessories Managers can see exhibitors, write to them, or ask the salesmen, bookers and exploiteer to see them in behalf of accessories sales. There is nothing novel in these methods.

We have solicited the exhibitor with circulars, with newspaper and trade paper advertisements, with samples, and with specialty stunts.

We feel that if there is anything novel to be found in the way of soliciting accessories business, it would be in our attitude toward accessories—in our own Faith in their power. If we approach Mr. Exhibitor with calm persistence, our attitude should be far more important than the actual means we employ to reach him.

MEL A. SHAUER.

## Sales I Have Made

"New York Exchange sold 387,000 heralds for week ended September 30th. Of this amount 200,000 went to the Capitol Theatre, New York City for it's showings there of THE OLD HOMESTEAD and TO HAVE AND TO HOLD."

M. GLUCK, New York Accessories Manager.

PEP W.M.

## One Day's Sales

Heralds sold on "BLOOD AND SAND," October 4th, were 43,000 to Ascher's Circuit; 10,000 to Atlantic Theatre, 10,000 to Terminal Theatre.

J. J. HESS,

Chicago, Accessories Manager.

## Could You Sell This?



The above photo gives you an idea of what a Swedish one-sheet looks like.

We are beginning to realize the way our Accessories Managers are putting over accessories sales that they could sell this to an Eskimo.

You can see that this litho is a live one, and is one on the production "Chickens,"

## "Portland Doing Its Bit"

Portland's accessories sales have shown steady improvement and W. D. Brink, Accessories Manager there, is due for a little slap on the back. He has been selling gilt frames consistently and when they once got Fanfotos and Roto Sections started, OH BOY!

In the last five weeks he sold 121 twenty-four sheets, which is going some.

Sammy Cohen, of Cincinnati, says: "Fanfotos are slowly but steadily gaining great favor with our exhibitors and I predict that the sale of these will rival those of insert cards. As one exhibitor expressed it: 'They fill a long-felt want.'"

More power to Fanfotos! As most of you boys already say, they're cheap enough to give away and fine enough to frame. Tell your exhibitors.

# In the korcign Fie

## Keeping Pace



Now the United States cannot boast of themselves as being exclusive when it comes to exploiting Paramount features.

The above photo is a partial view of the Fausto Theatre, Habana, Cuba, showing advertisements on "Forbidden Fruit."

"Foreign countries," says Mr. Shauer, "are indeed stepping out, especially in the last year in putting over big features and many constructive ideas are concocted right on the spot by these theatres, using high-class methods in putting over our productions."

## Another Selling Point

O. R. Geyer, Manager of our Department of Foreign Publicity and Adv. Dept., has put into good effect selling points on all press sheets sent out by his department.

So that exhibitors will not lay the press sheet aside, Geyer has a pink slip pasted on the outside cover of each one calling attention to the contents

of the book.

His latest is worded—"Are you using your Press Sheets?

Before filing this one, take a look at the posters and other accessories you will find reproduced.

Here you have the posters, lobbies, ads, cuts, etc., reproduced for your convenience. No guess work as to what they look like or their value to you.

If the picture is worth running, it's worth advertising.

Make a note of the accessories you will need for this particular Paramount Picture NOW.

This scheme for encouraging greater interest in reading our press book is unique and the fact that it is an eye catcher proves valuable.

## Part of Our London Family



Don't you envy this happy gathering of London folk?

We do and wish we were one of the lucky ones around the table for tea time at our Paramount sports ground some holiday.

Members of our London staff are exceedingly fond of sports and indulge frequently in tennis,

cricket, golf, etc.

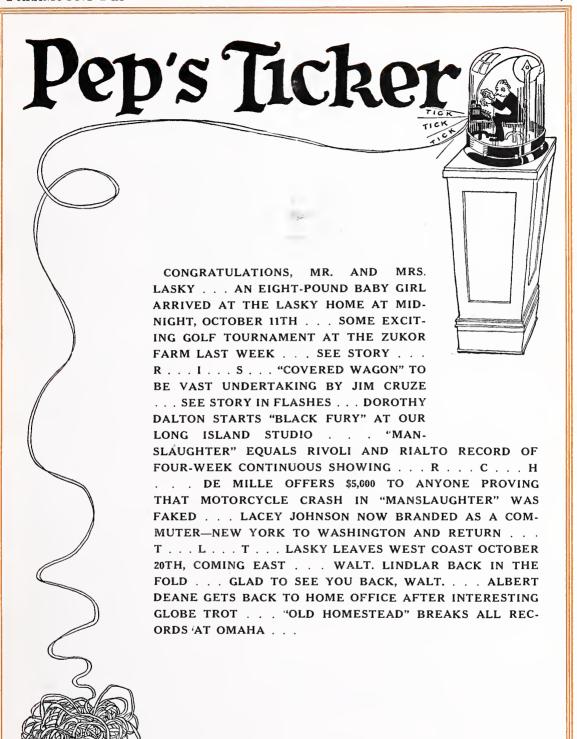
John Day, South American Rep., is back at his desk after a three-day period at the hospital. Glad to see you back, John,

## A Friend from Wales



Above is our friend Ben Simmons, Branch Manager of our Cardiff offices in Wales.

Ben, like other Welchmen, is imbued with musical talents, and is possessed of exceptional managerial ability under the guiding hand of John C. Graham, Managing Director of our Foreign offices.



# Civility Makes the Man-

## Indianapolis Inklings

### By Fred Walters

Members of the Indianapolis Office were a little bit worried this last week when they learned that their genial Branch Manager, Mr. Charles M. Reagan was confined to his room due to illness. However, to the pleasure of every member of this office, Mr. Reagan is now out and about and while not as spry and snappy as is his usual custom, we are all glad to have him with us and not confined to his room.

A prize for the best salesmanship for the current week, goes to A. L. "Shorty" Hancock-Shorty has had a town, namely, Bedford, in his territory where he has had difficulty in placing Paramount product for over a year. It has been a case of a one man town and the exhibitor, realizing his own position, not only was unfair but was obstinate in listening to reason and playing Paramount product. Nevertheless, with due regularity, Shorty has called on the exhibitor and at those times, has always kept his eye open to a possible chance to place our product with some other man. With the building of the new High School and the embodying of an auditorium in the same, Shorty saw his chance and abided his time. The result is, that Shortv sold the superintendent of the High School at a far better price than he would have been able to get from the local exhibitor and Paramount pictures will start showing in Bedford at an early date. It will be remembered that Shorty was a close competitor of Monte Blue back in the old days when Monte drove an express wagon, and it will also be noted that Shorty has lost none of his pep and hustling ability since he has hustled for the express business in opposition to Monte.

Art Mueller, Manager of the Accessories Department, of this exchange, is sure setting a fast pace these days, for Art is hustling and selling direct to the exhibitors and the greatest amount of enthusiasm and encouragement for the proper advertising and exploitation of their pictures in a manner that is sure making them sit up and take notice.

## Why Some Salesmen Fail

A salesman may fail from lack of tact in introducing himself to the exhibitor.

He may fail if he is slovenly and careless in his dress and habits.

He may fail because he does not answer the exhibitor's questions and objections intelligently, concisely and without too much detail.

He may fail for lack of dignity.

He may fail by neglecting to secure the exhibitor's undivided attention.

He may fail because he does not fully understand Paramount's policy.

## Doris from Calgary



Word has just been received that Miss Doris Trevelyan, Accountant at the Calgary, Alta. Exchange, has been elected President of the Paramount Pep Club there.

Miss Trevelyan was the unanimous choice of the folks there, not only from the standpoint of her pepful spirit in managing social affairs, but her general knowledge which will be of value to the club during her reign as president.

Doris Trevelyan

## Cincinnati Gossip

### By Samuel Cohen

Sammy Cohen stayed away from the office last Monday in order to celebrate Yom Kippur. When he came in on Tuesday, Irene Leake, Accounting Bookkeeper, asked him if he had a good time. "Have a good time!" said Sammy sort of surprised-like, "why I had to fast." "Well, what of it?" was Irene's reply, "I thought all fast people had a good time!"

Elizabeth Wittrock, our pugnacious "hello" girl, noticed Charlie Kratz talking to himself and called his attention to it. "Oh," said Charlie with a grin, "that proves I've got money in the bank." "Well, you certainly must have it *somewhere*," she laughed, "you're always broke."

It was Shakespeare who said: "What's in a name?" but then Shakespeare had never visited the Cincinnati Exchange and had never met Miss Breen, of our Contract Department. Everyone who knows her well enough to call her by her first name can easily tell that her parents are musically inclined. She was actually christened Aeolian.

It is a fact not generally known that Manuel Naegle, the demon booker, plays tennis Sunday morning instead of going to church. Last Sunday, as he was passing by the church with a friend of his, a thunderstorm came up and they both dodged into church and took seats near the door. The minister arose and without giving the chapter or verse, announced his text: "In my Father's house, there are many mansions." He paused oratorically and again repeated: "In my Father's house, there are many mansions." "Say," whispered Manuel to his friend, "let's get out of here, there's too much bragging going on."

# Lack of It — The Fellow

### Montreal Mutterings

By Ed. English-Branch Manager

Last week Galli-Curci. This week "Man-slaughter." Both capacity.

"GO TO THEATRE WEEK," here big advertising campaign. Nine out of every ten ads read "IT'S A PARAMOUNT PICTURE." Would have had them all only for the fact that they build theatres next door to each other.

Screened "OLD HOMESTEAD." Some Picture. Some Story. THERE AIN'T NO REVENGE IN MY RELIGION. Some Punch.

Doug. and Mary stopped off here on their way to New York. Met by delegation of exhibitors. Spoke on Radio to Fans. Quartette of exhibitors sang, "Oh What a Pal Was Mary."

Second run house here broke record with "BLOOD AND SAND." Had bad weather and strong opposition.

Not such saps at that, up here. Had the Giants 1-2 and many a wager laid that the Yanks didn't take a game.

Leatrice Joy will get the money up here after her performance in "MANSLAUGHTER."

## Albany Chatter

By L. Nachman

Harold J. Kehoe has been transferred from the Albany Exchange to the Wilkes-Barre Exchange, Pa. He will have the position as Booker.

Albany Exchange is bursting with pride at its success during Paramount Month. We worked like beavers to put it across and we have certainly done it. Perhaps we didn't come up on top but if efforts count any, we did more than our share. We certainly went over the top as far as our quota is concerned.

Mr. Chas. H. Coburn, Traveling Auditor, has been with us for two weeks and is leaving us. From all indications the has enjoyed a pleasant visit. We will certainly welcome him back if he should ever desire to see us.

Mrs. Schmitt, the wife of our genial Office Manager, has been visiting here for the past two weeks. Her home originally was in New York City but—whisper—I think Albany will be her permanent home in the future.

Mr. J. H. Mitchell, salesman for Zone 4, left us for about a week, and came back with a bride from Hollywood. It is certainly hard on the girls in the Albany Exchange.

# PEP'S Ticker—Traveling Dept. DESPATCH NO. 2

London, England, September 25th, 1922

Now in the London Office . . . Back After Three Weeks' Flying Trip Through the Continent . . . Not to be Confused With Elinor Glyn's "Three Weeks" . . . American Pictures Very Scarce in Berlin, Due to Strict Law Aimed to Foster the Home Product . . . But in Copenhagen There Was a Totally Different Story . . . . Met Mr. Ingvald C. Oes Who Showed Me a Wonderful Time . . . He Is Doing His Durndest to Make the Paramount Sign the National Emblem of All Three Scandinavian Countries, and is succeeding admirably . . . He Likens the Scandinavian Peoples' Desire for Paramount Pictures to a Tiger That Has Once Tasted Blood . . . After the First Taste the Desire is Insatiable and Irreplaceable . . . In Amsterdam With Its Quaint Canals, Children, Clogs and Cook's Tourists I Again Found the Supremacy of Paramount . . . In Antwerp I Saw Two Double-Feature Paramount Bills, and There Were Many Paramount Pictures That Time Did Not Permit Me to See . . . Visited the Paramount Office in Brussels and Met M. Letsch, the Local Director . . . Brussels Has a Street Composed Practically of Cinema Theatres, a Happy Percentage of Which Were Screening Paramount . . . Then Paris Again, and a Further Meeting With M. Osso . . . The Paris Office Houses a Jovial Staff and the Politeness Found There is Most Commendable . . . M. Osso Has Just Issued a Book of the New Season's Offerings . . . Mr. Graham Has Also Done the Same for the United Kingdom . . . Look at Both of These, New York, and Then Look to Your Laurels . . . In the Paris Office There Are Many Examples of Fine Publicity, Which Innate Modesty Alone Has Kept at Home . . . Saw There a Half-Reel Super-Production Featuring Mr. Graham and M. Osso see It Also, It's Great! . . . Saw Several Paramount Pictures in Paris, Some More in Amiens, and Now They're All Over London . . . Shall Learn Just How Paramount Paramount is in the United Kingdom Through Mr. Frederick Martin, the Director of Publicity Here, and a Man Who Has Long Since Learned That Both Pep and Publicity (and Punch Also) Start With the Same Letter . . All Paramount Folks I Have Met Send Sincere Greetings to "PEP" . . . Shall Hope to Send More News Next Week . . . Three Cheers for the Red, White and Blue (After the Three Given for Paramount and PEP).

ALBERT DEANE.

MAKE PEP YOUR CHIEF DIET



# Making The Motion Picture "Move"

By Alvin Wyckoff

(Special Cinematographer for Cecil B. De Mille's Pictures)

LIGHTING a Big Factor

Knowledge of the mechanism and care of a camera does not make a cinematographer. Contrary to popular opinion, motion picture photography involves many things besides an ability to turn a crank.

And of the many things that a cameraman is required to know, none is more important than a knowledge of light values and lighting of scenes.

In the pioneer days of the motion picture, natural sunlight was the only means of illumination. This was occasionally reflected or deflected but its possibilities were exceedingly limited. Today practically everything is filmed by the aid of artificial light. As a result, lighting

has become both a science and a fine art.

The favorite light of the motion picture studio is known as a "Klieglight" and is a double

arc light. Mercury tube lights are frequently used, particularly in the Eastern studios. But the "klieglight" and its brother arc lights may be considered the standard lights of motion picture work



These arc lights range in size from a single arc so constructed as to throw a circle of light and hence known as "spots" to the huge manymillion candle-power arcs used for flooding entire stage settings with light.

It is with such implements that the cameraman works in his task of lighting a scene for photographing it.

Some time ago I began experimenting with

(Continued on Page 15)

### Cecil B. De Mille Lines Up Strong Cast for His New Production

By Palmer

A page from screendom's Who's Who—that's the way the recently announced cast of Cecil B. De Mille's current production reads.

Here is the quintette of principals whose selection for the chief rôles has just been made public by Mr. De Mille: Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon. The supporting cast will include such well-known players as Clarence Geldart, Lucien Littlefield, Robert Brower and Kalla Pasha.

Jeanie Macpherson is both author and scenarist of this successor to "Manslaughter," which Miss Macpherson also adapted to the screen. No title has been selected to date but this detail will be settled before the half-way mark in production work has been reached.

The quintette of principals includes three faces new to Cecil B. De Mille casts but well and favorably known to theatre-goers; Milton Sills, Anna Q. Nilsson and Pauline Garon. Sills' most recent screen work was in "Burning Sands," while Miss Nilsson recently completed an important rôle in "Pink Gods."

Pauline Garon is a comparative newcomer. Following a short stage career, Miss Garon appeared with Owen Moore in "Reported Missing" and later opposite Richard Barthelmess in "Sonny." It was her clever work in the lastnamed picture that won her the rôle in Mr. De Mille's coming production.

# Cruze Starts Big Undertaking

Filming of "Covered Wagon," One of Most Difficult Assignments in Our History

To film "The Covered Wagon," Emerson Hough's great epic of the West, adapted for the screen by Jack Cunningham, Director James Cruze has taken one of the most difficult assignments in motion picture history. Cruze left Wednesday, October 4th, for Baker, Nevada, accompanied by one hundred technical assistants, the vanguard of an army of three thousand who are to be in camp for nearly two months on an immense 200,000-acre ranch. Included in the party was Adam Hull Shirk, Director of Publicity at our West Coast Studio. On Friday, October 6th, leading members of the cast, J. Warren Kerrigan, Charles Ogle, Alan Hale, Ernest Torrence, Tully Marshall and Guy Oliver, will go direct to Antelope Island in the middle of the Great Salt Lake, where there is the largest herd of buffalo in existence, a group numbering

nearly five hundred. At this point the famous buffalo hunt episode of the story will be filmed with such historical characters as "Kit Carson,"

and "Bridger" taking part.

Mr. Cruze will meet the vanguard at Antelope Island, and upon completion of the scenes will proceed to Baker where the biggest episodes of this story of pioneer life are to be filmed. Some of the outstanding features are an immense prairie fire, the attacks by the Indians upon a large village which will be built complete, the breaking of oxen and horses for ranch use by a group of several hundred genuine cowboys, and the trek of an immense wagon train across the prairies.

"The Covered Wagon" is a most ambitious undertaking. Practically a small city will be built on the Baker Ranch to accommodate the army of actors, cowboys, carpenters, electricians and other aides. Nine carloads of equipment left our West Coast Studio a week ago, and are now in process of being unloaded at the

location.

## Conway Tearle to Be Pola Negri's Sheik in "Bella Donna"

"I try very hard to find here in America one very great lover—for the screen only, you understand.

Thus spake the dazzling Pola Negri when she had become acclimated in these United States. And just two weeks were required for the Polish emotional actress, assisted by the folks at our West Coast Studio, to find her heavy lover

—for the screen only, you understand. Conway Tearle will have the leading male rôle in "Bella Donna," according to an announcement made recently by Robert H. Kane, manager of our Production Department. Jesse L. Lasky wired from Hollywood requesting Mr. Tearle to start next week for California, where George Fitzmaurice is to produce the

picture from the desert play by Robert Hichens.
"Conway Tearle, what a lover!" exclaimed
Miss Negri. "Over in Europe before I ever worked in pictures I used to go into raptures about how he made love to Mary Pickford and Marguerite Clark. And now that he is to be my Arab in 'Bella Donna,' my joy in America

increases once again."

Miss Negri, as befits an international vampire, will have two other men at her feet in "Bella Donna," Claude King being cast for the rôle of her physician-friend and Conrad Nagel for the part of her husband who loses out to the dashing lover played by Mr. Tearle.

## Tough Luck for Tommy

The exigencies of motion picture making sometimes work hardship on the stars. Meighan purchased a box to the World Series and arranged parties with his friends for the games, but before the teams got into action the Production Staff sent Tom to Sag Harbor, L. I., to make exterior scenes for his forthcoming picture, "Back

Home and Broke."

Every day at the close of work Meighan journeyed down to the telegraph office with the other Sag Harbor fans to get the results of the games while Buster Keaton enjoyed the view of

the Polo grounds from the box.

### 高宝式学会園

### Bella Donna Started

Scenes in London's luxurious Savoy Hotel will mark the start of Polo Negri's first American made picture, Saturday, October 7th was named as the date for the actual opening of "Bella Donna" by Robert Hichens which Ouida Bergere adapted for the screen. This George Fitzmaurice production starring Miss Negri presents in the featured rôles Conral Nagel, and Conway Tearle. Claude King has just arrived to play the part of Dr. Isaacson. Later portions of this well-known romance will be played against picturesque and romantic backgrounds of modern Arabia.

福田 中山

## Getting Them Singed



Bebe Daniels

Bebe Daniels, Star in Penrhyn Stanlaws production "Singed Wings" appears here in a unique costume-that of the moth taking a chance on the cleverly lighted candle at her right.

This character is a decided departure from those usually portrayed by Miss Daniels and the production is one of ex-

ceptional merit.

## In and Around Paramountown

By Shirk

Skeletons of animals that roamed North America fourteen million years ago are forming the unusual background for early scenes in Cecil B. De Mille's new picture, which has not yet been titled. This story written by Jeanie Macpherson, provides a decidedly unusual twist in the line of clever romantic passages between Elliott Dexter and Pauline Garon, within the walls of a museum of natural history. Weeks were required to make the immense Dinosaurs which are a feature, some of the creatures being fifteen feet tall and nearly sixty feet long. When alive they are estimated to have weighed upwards of ten to fifteen tons. The featured players of this new picture include Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon.

Excitement as a cure for a nervous breakdown may not be according to strict medical ethics, but it provides the motive for which is believed will be an extremely entertaining comedy-drama for Wallace Reid. "Nobody's Money" started Monday, Oct. 9th, under the direction of Wallace Worsley. Beulah Marie Dix has adapted the play by William LeBaron. In

the story, Reid has been told to abandon business worries, but immediately upon doing so, he chums in with a burglar, gets mixed in a lumber trust exposure, reforms a crook, recovers stolen pearls and wins the governor's daughter for his promised wife—all of which is believed to afford enough action to thrill even the most jaded film-play attendant.

Mrs. Julia Crawford Ivers has cabled from Honolulu that since her arrival there on September 29th, she has been able to complete preliminary arrangements so that production would be able to start immediately the day following the arrival of the cast of "The White Flower," Betty Compson's new picture in which she is supported by Edmund Lowe, Edward Martindel, Arline Pretty, Sylvia Ashton, Leon Bary, and Lily Phillips. Early scenes of the picture will be taken on the famous beach at Waikiki where Miss Compson and Mr. Lowe are to have ample opportunity to demonstrate their ability in operating the elusive surf board.

The experiences of a famous actress on her return to her home town are forming this week's work upon William de Mille's new production, which has been temporarily titled "Paths of Glory." This story is an original by Clara Beranger and features Bebe Daniels, Lewis Stone, Kathlyn Williams and Harrison Ford. Not the least interesting of the scenes now being made are a series where Bebe Daniels, as the exotic "Corinne D'Alys" demonstrates to the amazed ladies of the country village from whence she came, that she really is not so bad when it comes to baking a cake, or performing similar kitchen demonstrations. Real eggs, real flour, and a real oven form essential props of this realistic sequence.

Mary Miles Minter is spending much of her time these days beneath a roof of straw. Present scenes in "Sacrifice," her new picture which Charlie Maigne is directing, are played both inside and out of the immense thatched hut of a native African King. Hundreds of Grotesquely attired savages and a large contingent of African soldiers carried out the picturesque note of these scenes. This story deals not only with Africa, but also presents brilliant glimpses of life in Venice and Budapest. It is an adaption by Will M. Richey of the book by Stephen French Whitman.

### On Location



Just a glimpse of Chet Withey's production unit at Larchmont Bay where scenes were shot for "Outcast," Elsie Ferguson's latest picture.

David Powell, leading man, is on the extreme right; next to him is J. Gordan Cooper, Assistant Director, and Ernest Hallor, cameraman is in the middle with the cap and glasses.

## Wallace Reid Likes "Nobody's Money"

Again one of the season's most successful stage plays shown on Broadway, Los Angeles, falls to the lot of Wallace Reid as a starring vehicle. Reid's next picture, which started last week, will be a screen adaption of "Nobody's Money," a farce-comedy by William Le Baron. This author also wrote "Apple Blossoms" and "The Very Idea," two other successful plays.

"Nobody's Money" first opened at the Longacre Theatre, New York, in the summer of 1921. Wallace Eddinger was the star. After a successful run there it was played in stock and it was in Los Angeles this year that Reid, on seeing it, became so enthusiastic over it that he expressed a desire

to play it on the screen.

Wallace Worsley will direct Reid and Wanda Hawley will play the feminine lead. Others in the Tucker, Josephine Crowell, Julia Faye, Charles French, Will R. Walling, Warren Rogers and Eileen Manning.

# Fancied Facts for Foolish Film Fans As Related by Curly, the Cub, to Matty Cohen

Chapter One

### ON THE TRAIL OF SCANDAL

Here's how it all happened. The boss had sent for me and I went into his office as willingly as a lamb being led to slaughter. You know (or maybe you don't) that some bosses have a habit of borrowing from their employees. With my boss it wasn't really a habit. It was an established fact.

it wasn't really a habit. It was an established fact.

"Curley," he asked me, "what do you know about dumb animals?" "Well, boss," I told him, "you see, I-er-that is—" "Fine," was his comeback. "As long as you do, I want you to go over to the Unknown Workers studio, and interview the more refined female stars and the higher priced directors." "Why, boss," I remonstrated, "I thought that all female movie stars are refined, and that all directors are highly paid?" "They are," he said, "in the Photoplay magazine! Get acquainted with the gang over there for future reference." Then he asked me, "Are you a good mixer?" "Sure," I said, "I used to be a bartender." "Well, in that case," he says "mix up three twos and four one dollar bills and lend them to me. Thanks. Now get busy and take the air." Which I proceeded to do.

Now for the dirty work. I got myself a time table for the subway. As I pulled into the station, the train was just pulling out, as usual. A courteous subway guard greeted me with, "May I carry your bag, sir?" I greeted him right back with "You may, but I'll carry the peanuts."

Arriving at the studio, I was about to enter

Arriving at the studio, I was about to enter when I discovered, to my horror, that the doorman was Lux Green, the hardest man in the business to get past. Stifling my growing terror, I greeted Lux with "Nice day, ain't it?" "It ain't," he growled. "I would like to see Miss June July." I told him. "You have about as much chance of seeing her as a square meal would have with the Russian army. Don't slam the door on your way out!" recited Lux.

I ask you, what was I to do with a low life like that? Taking out a cigar I lit it, asking Lux if he smoked. He said he did. "Save me the coupons," was my comment and to protect myself I offered him one. He lit it, puffed on it for a moment and then asked me what kind of a cigar it was. I told him it was an Astoria Corona, price two for a quarter. "Then you must be smoking the twenty cent one" he said as he threw his away.

Time was flying, so I asked him to please usher me in to Miss July. "The dumbbell thinks he's in a theatre," he muttered to himself.

There I was, up a tree. My think tank was out of order. Yes, sir; my brain was working as fast as a subway ticket seller making change as the train is pulling into the station. I coaxed Lux, I pleaded with him, I begged him to pass me in and I even went so far as to say, "I wish I could tell you in English, what I think of you in Jewish." And all he had to say was. "It's all Greek to me"

And all he had to say was, "It's all Greek to me."
Finally, in desperation, I said, "Lux, I think the Giants will win the series." Lux stared at me with a rapidly changing countenance. Throwing his arms around me, he cried, "Father!" "My son!"

I sobbed.

### Gloria and Her Dad



"Folks" says Gloria Swanson, "I want yon to meet my old, always, and steady leading man, my father, Captain Joseph T. Swanson, U. S. Army."

In this Swanson production, the leading lady and man are very much infatuated and just as proud of one another a you would expect a proud dad of his daugh-

ter and a proud daughter of her dad, to be.

## Making the Motion Picture "Move"

(Continued from Page 12)

what I have christened "atmospheric lighting." In effect it means illuminating each scene in a picture for the dramatic tempo of the action. Thus, if the action of the players denotes joy, the lighting can be so regulated as to produce the same effect photographically. If sorrow, rage, hatred or distress are being portrayed by the actors, different lighting must be worked out for each mood.

Light and shadow are the means by which these effects are achieved. There are many gradations of shadows and much can be accomplished by attention to the proper degree of shadow depths.

In "Manslaughter," Cecil B. De Mille's most recent Paramount picture, I made extensive experiments with atmospheric lighting with notable results. In the story the heroine is sent to prison by the man she loves. In the prison scenes she is first bitterly rebellious and then later becomes normal and finally almost happy.

These changes in the temperament of the character we emphasized by the lighting. Where she was in the bitter mood I resorted to lighting that emphasized the hard shadows and brought out all of the bitterness in the face of the principal character. As she changed in the story, the lighting altered until at the finish her face was luminous both in action and illumination.

The actual placing of lights is a subject that can only be mastered by the experience. Volumes might be written on the subject without covering it fully. No two scenes are the same; no two scenes can be lighted exactly alike.

The eye alone cannot be trusted to judge photographic light values. It is necessary for the cameraman to resort to the blue glass of the profession. This is a piece of dark blue crystal through which the photographer inspects the set as a final test of the lighting. Blue produces on the eye the same effect that the camera lens does on the film. With its aid an accurate check of the photographic value of a scene may be secured without the trouble and expense of making a test exposure with the camera.

# The Wages of Good Salesmanship is Success



# The Pepville Gazette



Vol. 7 No. 15

MONDAY, OCTOBER 16, 1922

Price: Pay Us What It's Worth.

## THE PEPVILLE GAZETTE

PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

Top Drawer.

Weather:

Try and Guess.

#### Competition

Competition

"Yes," said the specialist at
the bedside of George Spidell,
"I can cure you."

"What will it cost?" asked
George faintly.

"Five hundred dollars."

"You'll have to shade your
price a little," said George, "I
have a better bid from the undertaker."

#### Attention

Kind old lady: Why, you brute! Don't you know better than to abuse a poor mule with sore foot?

Colored driver: He's a a-awmy mule, ma'am, an' he ain't lame. He's just standing at parade

#### How Come?

She—When I was six years old I was left an orphan.
He—What did you do with it?

#### A Classic

Two men by the wayside sat, And both bemoaned their lot; The one because he buried his wife.

The other because he had not.

#### Fore! What For?

The preacher was out on the links and thought a small moral lesson might not be amiss.
"I notice," he remarked mildly, "that the players who get the lowest scores are not those who swear."
"Why the hell should they?" exclaimed the gloomy golfer, as he dug up another slice of turf.
—Punch.

#### Learning

He-Do you think you could

learn to love me?
She—Well—I don't—know.
He—I have five thousand dollars in Liberty Bonds, ten thousand invested in good paying stock-

She-Go on, I'm learning

He—And fifty thousand dollars in well-paying real estate.
She—All right, dear; I've learned. Believe me, you're some teacher.

#### One Better

Two small chaps were boasting about their relatives.
"My father," said one, "has a wooden leg."
"Huh!" "coffed the other,

"that's nothing at all. My sister has a cedar chest."

#### Let's Do

First professor: "There's a lad that has some good stuff in him."

Second professor (absent-mindedly): "Let's follow him and find out where he got it."

#### Yumpin Yiminy!

Ole Olesen had been working as an engine wiper and his boss, a thrifty man, had been coach-ing him for promotion to fire-

ing him for promotion to fire-man with such advice as:
"Now, Ole, don't waste a drop of oil—that costs money. And don't waste the waste, either— that's getting expensive, too." With these facts of economy pounded thoroughly into his head, Ole went up to be ques-tioned on his eligibility as fire-man. The last query propounded man. The last query propounded was:

"Suppose you are on your engine, on a single track. You go around a curve and see rush." what would you an express. What would you do?"

To which Ole replied:
"I grab the dam' oil can; I grab the dam' waste—and I jump!"

#### Which One

"Is Mr. Perkins at home?" inquired the caller.
"Which one, sir?" asked the maid. "There are two brothers maid. "The living here." a moment the

looked puzzled—then he had an idea. "The one who has a sister in St. Louis," he explained.

#### Those Impetuous Lovers

Wife (with newspaper)-"Just think of it! A couple got mar-ried a few days ago after a courtship which lasted fifty

Hub—"I suppose the poor old man was too feeble to hold out any longer."

## AMBROSE .....

## Makes the Wise Move







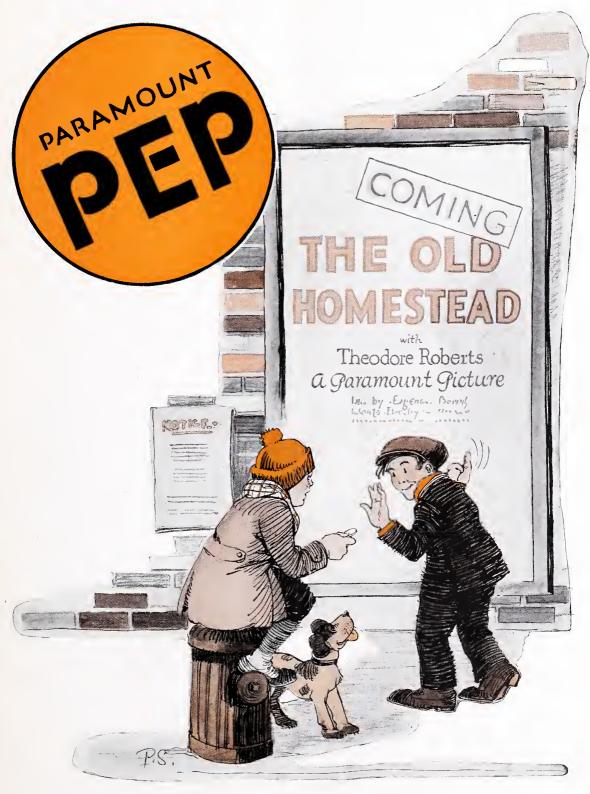












Jimmie: "Let's use this half dollar and take in two movies."

Johnnie: "Nuthin' doin'—we'll see this one, then we'll be usin'
the 'dough' right."

# Eight Million People Will Read About Negri

Publicity Department Under C. E. McCarthy, Arrange Huge Publicity Campaign on Pola Negri (Special to PEP)

Everybody in the organization should be familiar with the tremendous publicity campaign which is being conducted by the Publicity Department in behalf of Pola Negri. This campaign is expected to be a vital factor in building Miss Negri to the heights she reserves in public esteem and will undoubtedly have a big effect on the Box Office admissions obtained for her first Americanmade picture, "Bella Donna.

Following her enthusiastic reception by New York, Chicago and Los Angeles, the opening gun of the campaign was fired last Sunday when the New York "World" and twenty-five associated newspapers throughout the country printed the first installment of Miss Negri's autobiog-

raphy. This autobiography amply illustrated by drawings by Herb Roth, one of the best known newspaper artists in the country, will run for ten consecutive Sundays in the World and the other papers, and constitutes one of the biggest publicity smashes ever given a

motion picture star.

The list of newspapers publishing the autobiography includes such well-known metropolitan journals as the "St. Louis Post-Dispatch," tan journals as the "St. Louis Post-Dispatch, "Philadelphia North American," "Cleveland Plain-Dealer," "Pittsburgh Post," "Chicago Daily News," "Boston Globe," "Buffalo Times," "Seattle Times," "Los Angeles Express," "Minneapolis Journal," "Baltimore American," "Syracuse Herald" and "Detroit Free Press."

The combined circulation of these newspapers is, 2,368,595, representing more than eight million people who will have Pola Negri's name, photograph and absorbing life story thrust before their eyes every Sunday morning for ten weeks. Other smaller newspapers throughout the country are also taking the story, but the list of smaller papers was not available from the "New York World" when this issue of PEP went to Press.

In addition to the articles, each of the newspapers is carrying an extensive advertising campaign announcing the series in their own papers and in other papers, besides advertising it on billboards and on delivery wagons.

## Paramount in Box Cars?

There is no doubt but what Paramount pictures are fast finding their way in every nook and corner

thruout the entire universe.

This is evidenced by the fact that salesman Washburn, out of the Chicago office, was sent down upon the receipt of a letter by our Branch Manager, to Fort Madison, Ia., to interview a Mexican exhibitor who was highly desirous of exhibiting our entire production.

He gave his address as Box 88 and Washburn still believes that this was the number of the box

Anyway to complete the story, Washburn's recommendation below tells it all. He said:

"I could not locate this Mexican, but I went down to the Mexican settlement (they all live in box cars or shanties) and saw that he lived in a little 2 x 4 shanty which was no place for Paramount Pictures, it being all torn to pieces. "It's a cinch he could not charge over ten cents

and could not pay over ..... for rentals.

"The idea of exhibiting our product in a couple of box cars gave me a laugh.

## Fischer Says:

"Mr. Lovelett, a new Salesman in this Exchange (Minneapolis) who never before handled film or film accessories and who has been on the road about two weeks, has to date, sold a total of eight thousand fanfotos, and all of these to towns whose population is not over 2,000. He is absolutely sold on fanfotos as a method for securing more patronage, and we are with him to the end.

"Remember, Mr. Lovelett, we look for your

mail with the keenest anticipation.'

Sincere sympathies are extended F. J. A. McCarthy, Salesman at our Buffalo office, for his recent bereavement in the loss of his dear mother.

## Get the Idea?



This chap gives us a new idea on life in general by the fact that he had discarded effort for greater

What a wise move this bird has made for he will realize that with greater effort his progress in representing contracts will be decidedly enhanced and while it will necessitate a heavier heave with the scythe it is one of personal satisfaction and his concrete results will be evident.

### St. John Wins Paramount Week Contest

After one of the closest and most exciting races ever witnessed in Canada, the St. John Exchange romped away with first honors on the Paramount Week Contest, just nosing out Vancouver by five tenths of a point.

The fight was marked by some of the greatest enthusiasm ever displayed in an exchange thruout the country, St. John taking first place one week and Vancouver snatching it the next and so on until the last stretch when St. John managed to nose out Vancouver.

Speaking of the contest, G. E. Akers, General Manager said, "Of all the fights for first place in any contest, I have never seen a closer race than between St. John and Vancouver. In fact it was so close that in order to decide the final winner, it was necessary for us to carry out to three decimal points as it was virtually a tie on the first figure."

The first prize of six hundred dollars goes to St. John and the second prize of four hundred goes to Vancouver.

It must not be overlooked however, that these echanges knew they were in a race because Montreal was tagging on fairly close behind Vancouver.

The exchanges finished in the following order: St. John, first; Vancouver, second; Montreal, third; Calgary, fourth; Winnipeg, fifth; and Toronto, sixth.

### PEP My

## Winning Them Over

Proving that the "Forty one Without a Single Alibi," are winning many of the reticent exhibitors over, is contained in a telegram received by O. Wog, our Branch Manager at Salt Lake, from an exhibitor in Pocatello. The wire reads:

REVIEWED OLD HOMESTEAD LAST NIGHT. GREAT. LET DATE NOVEMBER 8TH STAND. PICTURES LIKE OLD HOMESTEAD, MANSLAUGHTER, BLOOD AND SAND, SATAN SLEEPS, BELIEVE IT IT'S SO BRINGS BUSINESS BACK. THANKS.

Commenting on this, Mr. Wog said: "It is wires of this kind from exhibitors who have not been entirely sold on the question of price that encourage us in the positive knowledge that the 'Forty-one' are the greatest set of pictures released by any organization. We pledged the public in general and the exhibitors early last Spring," continued Mr. Wog, "that this organization had no chance to offer an alibi for any of our 'Forty-one.'"

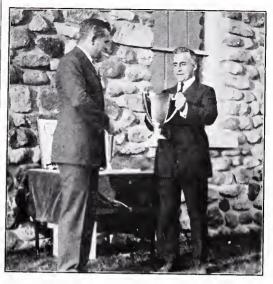
any of our 'Forty-one.'"

"Therefore wires and letters along the lines of the one outlined above, being received every day at this office, indicate that we have made good our pledge and that both the exhibitory recognition wonderfully."

and the public are responding wonderfully."

K. O. Renaud, Exploiteer, also states that this exhibitor is entirely sold on Paramount Exploitation and for the first time has demonstrated in his change of heart toward our product and had his lobby buzzing with an attractive display of Gloria Swanson in "Her Gilded Cage."

### Prize Winners-Nit



"Ladies and gentlemen," said Mr. Buxbaum, with one of the beautiful golf cups at the Zukor estate recently, "on behalf of the I. W. W., the Brotherhood of F. P. L. Salvation Army and Home for the aged District Managers, I wish to present John Clark with the—"

"Put that thing down," said Harry Ballance, the runner up (still running) which of course spoiled the whole Clark-Buxbaum act for the afternoon.

The prizes were really won by Messrs. English, Morgan, Botsford, and Adolph Zukor.

All the contestants being at dinner, Bux thought it would be a great idea to present John Clark with one of the cups until Harry Ballance crabbed the act.

## Des Moines Chatter

### By Hazel Douglas

GOOD-BYE! Again we must say it. Mr. Freidl, our Exploiteer is about to grace the Kansas City Exchange. Mr. John Kennebeck of the OMAHA BEE NEWSPAPER will replace Mr. Freidl. Welcome Mr. Kennebeck! And we'll miss you, Mr. Freidl.

Walter W. Woltz, Assistant Shipper, has been for the past five years Exhibitor at Lake City, Ia. Prior to that owned theatres at Midelia, and Truman, Minn.

Mervin Hyde, has been added to the personnel of the Accessories Department. The Mr. Hyde can't boast of former experience in the Film World, he may boast of speed and adaptability.

Mr. Faulkner, Special Representative, is here to install us in our new office. We expect to say "good-bye forever" to this old office October 21st.

"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

OCTOBER 23, 1922

No. 16

### Keep Up the Good Work

There was a time when cooperation would be solicited within the corporation, but thanks to the consistent efforts of our men in the field our call is-keep up the good work.

The close benefiting cooperation between all departments has been most evident for the past many months and its maintenance is without a doubt a sure thing now, if-the benefits derived from this cooperation are received in

appreciation.

You have the greatest business asset of them all when you've installed cooperation in your establishment whether it be the office, home, store, exchange or barnyard. Your desired strides for better business or results will tend more to take care of themselves than if you did not know the full meaning of cooperation.

You can see as well as anyone that these results are evident from the stories printed from

time to time in PEP.

Salesmen are cooperating with the Exploiteers-Exploiteers are going hand in hand with the Accessories Managers-Bookers likewise have seen the advantage of keeping in the closest possible communication with all departments-in fact, that better sound understanding is about reached in our general analysis.

Naturally some will say that certain department's duties call for forced cooperation. This idea is a "has been" and should be a "never have been" for when they view cooperation from this standpoint they don't know what it's all

Cooperate with your own true desire to be of service to the corporation by whom you are employed and you in turn will get the help and hints for better results from your fellow-worker. Keep up the good work.

Make each day a good day and utilize your physical and thinking powers in giving service

both outside the office and in.

Testimonials received by this company in past years from our business clients bear out the fact that we are Paramount, not only in Production, but Service.

If you knew what a boone of satisfaction this is to the executives of our corporation, you would redouble your efforts to not alone hold this Service where it now stands, but lift it another notch and continue lifting-there is no end to Service.

Keep up the good work.

### Samuel D. Palmer



Ever since the conception of Studio Flashes in PEP, many thruout the field, in fact everyone have witnessed Sam Palmer's name as one of the contributing editors to PEP, particularly, Studio Flashes.

Sam has been connected with our family here at the Home Office for a little over tour years, having joined us after a most successful career on the Evening Mail doing editorial work.

At present he handles trade paper publicity in our Publicity Department, under C. E. McCarthy, and his wide acquaintance, genial personality, and exceptional writing has given Paramount a huge average display in all of the trade papers.

He has indeed been faithful to the columns of PEP, in giving to our readers timely, interesting,

humorous and newsy stories.

We take this opportunity to thank Mr. Palmer for this interest and rest with the assurance that we know he will give us more.

強めるよう

## Don't Forget Your Buddies



## How Do You Plant? — Fruit Doesn't Grow In A Swamp

# ["If It Is Worth Running It Is Worth Advertising"

By F. H. Myers, Jr.-Salesman at Washington, D. C.

This is a thought that should start an exhibitor thinking. To my mind, no salesman com-

pletes a sale unless he tries to sell Mr. Exhibitor the idea of using accessories.

Many times a salesman has to spend an hour or more with a hard boiled exhibitor on the sale of some particular picture to get a price commensurate with its value, and when the exhibitor finally yields, he puts the contract in his pocket, packs his bag and departs, feeling that he is a "Big Boy" and that he has done his day's work.

After the signing of the contract, a salcsman should at once start on the subject of advertising and if he can use the same persuasive ideas in the selling of his accessories as he does

in the selling of his pictures, he can rest assured that Mr. Exhibitor will sit up and take notice

and will use enough advertising to properly put over his pictures.

What happens when the exhibitor does the proper amount of advertising? The picture goes with a Bang, and the exhibitor feels as though he has accomplished something and he feels grateful towards the salesman who sold

him the idea of using an increased amount of advertising; then the next time Mr. Salesman calls on Mr. Exhibitor and tries to sell him a group of pictures for a price over any amount he has paid in the past, the chances for affecting the sale are a whole lot more favorable. The exhibitor usually is in the right frame of mind. He knows what can be done with pictures when they are advertised and he gets to the point where he depends upon the salesman to give him suggestions as to what to do, and how to

Advertising, and plenty of it, sells the picture to the public, and the sooner you sell this idea to the exhibitor, the quicker you are going to make better sales-the kind of sales that will stick and the kind of sales that will make the exhibitor feel proud that he is doing business with a salesman who has the interest of the exhibitor at heart.

Sell advertising when you sell pictures and you will find that the future sale of pictures

will be less difficult.

Lou Edelman, Accessories Manager at Washington, D. C., has suggested that each of the salesmen express their views on the accessories end of our business and the above by F. H. Myers, Jr., is the first to appear in the magazine.

It would be well if other salesmen thruout the territory would take Edelman's suggestion and let us have some other concrete sales stories from themselves on the value of adver-

tising our product.

### Calgary Wheezes By M. Storey

We've had our first snow up here and our revisor, Peggy Smith, who is by no means little, has decided that she will learn to skate this winter. Here's hoping the ice holds out.

Bill and Tom Kelly, our Booker and Shipper, have it all planned to go shooting chickens this week end. It doesn't make any difference to these two boys that Chicken shooting is out of season.

Mr. Marshall has just returned from a trip up North, and says it was so cold and Wintry that he half expected to run into the North Pole Exchange.

## Sympathy

We wish to extend to Mr. and Mrs. J. E. Fontaine, our Cleveland Branch Manager, heartfelt sympathy for their recent bereavment in the loss of Mrs. Fontaine's father.

### A Paramount Cow-Puncher



According to C. M. Hill, Branch Manager at Portland, Ore., all citizens attending the annual Roundup at Pendleton are requested to appear, especially the male inhabitants, in dress pertaining to the Roundup period, as cowboys.

In order of the day, Vernon Moore, Salesman, bedecked himself in keeping with the spirit of the affair as shown in the photo above. On the way to the Roundup he stopped off at the graveyard and posed in front of a huge tombstone, in as much as the tombstone idea originated in the Portland, Ore., office.

Moore caused quite a sensation when walking thru the streets of the Coast city and probably would have scared many of his old exhibitors most to death if they had met him in the dark.



# IT'S WORTH RUNNING, IT'S WORTH ADVERTISING "My Experience With Roto Inserts"

By I. W. Fischer-Minneapolis Accessories Mgr.

Selling roto inserts is not work—it's play, and very enjoyable, too; because an exhibitor really saves money by using them, and therefore his orders will be above the standard set for heralds, 1-sheets, insert cards, etc.

Undoubtedly, you all saw Mr. Schuler's paragraph showing comparative prices between full

page ads and roto inserts. This is one very good argument.

Most newspapers have a theatre section in which they run press stories, scene mats, etc., from current attractions and which is gratis to all exhibitors entering an ad in the paper. Across from this section is placed a regular newspaper ad. Then, on the next page is entered a rotogravure insert, illustrating scenes from the current picture. Do not allow the roto insert to carry the name of the theatre as the Advertising Manager of the paper will then want to be paid for the ad; but put in the regular ad a line or two referring to the scenes which the roto insert depicts and give the large space at the top of the insert to the newspaper for their use, carrying some announcement regarding roto inserts or screen scrapbooks. The exhibitor then receives a direct tie-up with the newspaper, but does

not pay for the insertion. We have also sold roto inserts to exhibitors who peddled them as theatre newspapers from house to house, listing coming and current attractions in the large space at the top.

In one of the key-centres that I visited I ran up against the stiffest difficulty yet in selling roto inserts. This exhibitor absolutely refused to spend \$10.00 a thousand for roto inserts due to the fact that he could not receive in return in hard cash \$10.00. I talked to him from 10 o'clock until noon on roto inserts alone, and advanced every argument, but he stood pat on his first statement. He then went to lunch leaving me with the remark that he would see me after one o'clock. I took myself to the nearest restaurant and was seated near the window. In glancing across the street, I noticed a full-page ad in the window of a local clothing store. "There seems to be an enterprising shop man; I wonder"—but, I didn't wonder any further. I grabbed my hat and "beat" it across the street and cornered Mr. Clothing Furnisher in his office and sold him the space at the top of the roto insert for \$20.00, and he paid for the printing.

At one o'clock I met the exhibitor and asked him whether I could have the space at the top of the roto insert for \$20.00. He said, "Why certainly," and I gave him the furnisher's check, made out to the theatre, with an explanation and suggestion that he see this same man for further ads on other roto inserts, and thus secured an order for 2,000 roto inserts each on

three subjects.

Now what made this exhibitor feel that he (Continued on next page)

## One Way to Sell Fanfotos

Leslie Whelan, Exploiteer, and Lou Edelman, Accessories Manager at Washington, got together and drummed up a few new stunts.

They arranged with Crandall's Strand Theatre, Cumberland, to print up a number of small cards about the size of a calling card.

The text on this card reads:

FREE Autographed Photo

YOUR FAVORITE PARAMOUNT STAR Given to all Patrons of CRANDALL'S STRAND THEATRE Who Attend the Next TEN PARAMOUNT PROGRAMS

This card also contains numbers 1 to 10 inclusive, with the request that each patron have the card punched at each performance.

After getting ten punches, the patron gets a Fanfoto. And who wouldn't take ten punches to get a real picture of his favorite star, autographed and everything?

Incidentally, Leslie and Lou got out a very fine letter on Roto Sections which helps sell-ing a lot of them. This was an endorsement from a big exhibitor. They multigraphed his letter of commendation and set it out to their other exhibitors.

## My Experience With Window Cards

By F. L. Collins-St. Louis Access. Mgr.

"To the small town exhibitor a WINDOW CARD is what Spearmint is to Wrigley," because in many instances he is unable financially to make the proper spread of lithographs, and as window cards are less expensive they are his next best bet. For that reason alone, if none other I have always found the small town as a usual thing a ready sale for this item.

usual thing a ready sale for this item.

I do not think, however, that WINDOW CARDS such as are furnished on "SATURDAY NIGHT" and "HER HUSBAND'S TRADE-MARK" are as salable as the regular quartersheet cards. They cannot be used as tack cards, and because of the easel, the cost of printing is almost prohibitive to the smaller exhibitors. However, on the whole I have never experienced any great difficulty in disposing of such window cards as we furnished on various productions.

I have found in going over our reports that this item is steadily climbing into favor with more exhibitors each day. This is especially true of the cards furnished on the First 41 of Group 6, as our experience in most cases is that the WINDOW CARDS have been sold before our requisitions had reached the Exchange.

WINDOW CARDS are an accessory that I consider indispensable, and look forward to the time when they will be furnished on most if not all productions.

## Sammy Gets a Telegram

Sammy Cohen, Cincinnati Accessories Manager, received the following telegram from one of the exhibitors in his territory recently, which tells the story:

PERMIT ME TO COMPLIMENT AND THANK YOU FOR ACCESSORIES ON GROUP SIX BEING ABSOLUTELY THE SWELLEST EVER DREAMED OF OH BOY THEY ARE EYE FILLERS AND THE GILDED CAGE PUTS EVERLASTING JOY IN YOUR HEART GEO REA

## "Kreuger Campaign"

Karl Kreuger, Accessories Manager at Seattle, has been busy with a general campaign of sending samples, suggestions, etc., to exhibitors. Karl himself says that this letter writing is bringing results. In his territory, which covers a lot of ground, it is impossible for him to see as many exhibitors as some of the boys.

as many exhibitors as some of the boys.

Here is the way Karl works on them. The owner of the American Theatre, Arlington, Wash., came in to Seattle and before he left, Karl had sold him 32 1-sheets, 102 sets of 11 x 14s, 44 22 x 28s, and 36 slides as advance advertising on twenty pictures which the exhibitor bought. Before leaving the Exchange, the exhibitor faithfully promised to order at least \$100 worth of inserts and heralds to put these same pictures over.

In other words, Karl believes in keeping after them and this is one reason why he has been able to show the sale of 20,250 Heralds, 12,000 Fanfotos, 85 24-sheets, 195 22 x 28s and 277 11 x 14s during the week of September 30th.

# My First Impression of Accessories Department

R. J. Bassett Believes in Pep and Personal Service

By R. J. Bassett-Milwaukee Accessories Manager



R. J. Bassett

I feel confident in stating that "Pep" and "Personal Service" are the two platforms upon which accessories sales are built.

The mere filling of orders, either thru the mails or over the counter, I have found insufficient.

My policy is not to wait for local exhibitors to stop in at the exchange, but to call on them every now and then in a way that

denotes my intention of giving them personal service. This creates good fellowship that invariably results in larger orders.

In replying to letters ordering accessories, it is my belief that calling attention to material not ordered often brings an additional sale. Circularization of all accounts, from time to time, on Heralds, Fanfotos and Rotos is another effective method of increasing sales.

In other words to keep in constant touch with all exhibitors by telephone, personal call or letter, proves that the exchange carries with it "Pep" and a "Personal Service" to assist in advertising Paramount productions. The slogan "IF IT'S WORTH RUNNING IT'S WORTH ADVERTISING" is one that cannot be beaten and should be cemented in every exhibitor's mind.

"Week ended October 7th Omaha sold 99 twenty-four sheets."

## My Experience with Roto Inserts

(Continued from preceding page)

couldn't afford roto inserts was that I quoted them at \$10.00 per thousand, whereas from a psychological standpoint I should have quoted them as one penny each; because one penny is only one penny while \$10.00 is \$10.00.

only one penny while \$10.00 is \$10.00.

Before you can sell a man anything, it is necessary that you show him how to use it. The more arguments you can forward to sell an article the more chance there is that he will buy it because if he doesn't like one plan he may like another. But, above all, never say die. There is a way out of every argument if you will just settle down to fight it out; and "Oh boy, what a grand and glorious feeling" when you are the winner.



### Cable from Scandinavia

Mr. E. E. Shauer, the Director of our Foreign Department has received the following cablegram

from Stockholm:

"Shiek opened Monday at Rialto and Sibyllan theatres Stockholm combined seating capacity one thousand Stop Lobbies decorated as Arabian tents and doormen wear Arabian costumes Stop Houses packed each performance notwithstanding competition of three other big premiers Stop Shiek also packing largest theatre Christiania this week.

Paramount Kids Scandinavia.

The "Paramount Kids" in this case are Ingvald C. Oes, our Manager in Copenhagen, and Carl T. York and Walter LeMat. The latter two recently signed contracts with Mr. Shauer for the distribution of our pictures in Scandinavia and, as the above dispatch indicates, are more than making good with their promise of increased distribution

## Glucksmann Pays High Tribute



"Paramount advertising is the best in the world; no other company can approach the splendid work you are doing to promote the cause of better motion pictures," said Max Glucksmann, of Buenos Aires, Paramount distributor in six South American countries, in a conversation with E. E. Shauer, Director of our Foreign Department, "Insofar as local conditions permit we are adapting your advertising and exploita-tion material to the

needs of our field in Argentina, Uruguay, Paraguay, Chile, Peru and Bolivia, and we are finding it an important means in interesting the public in

the highest grade motion pictures.

"Your trade paper announcements, the beautiful booklets you issue, the helps you give the exhibitor in putting over the pictures and the service you are giving us is without equal in the industry. The photographs, press sheets, exploitation aids, advertising announcements, publicity stories, booklets and other material we receive from you have been of the greatest possible assistance to us in exploiting Paramount in our theatres. We are deeply appreciative of this help.

## Managing Foreign Publicity

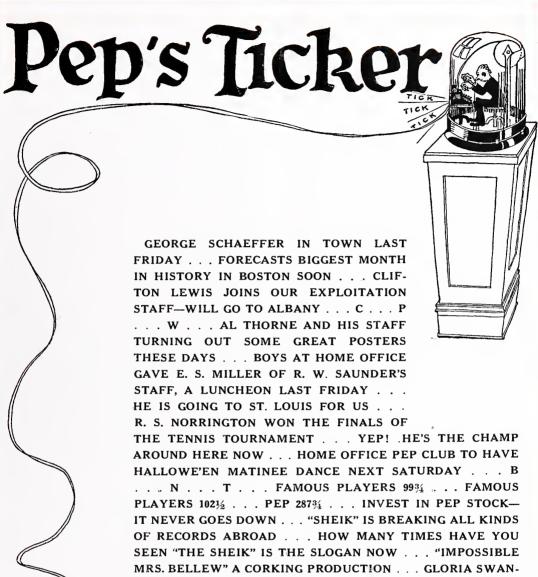


O. R. GEYER Manager of Foreign Publicity

There is no better indication of the world-wide interest in Paramount pictures than the duties which have fallen to the lot of the Department of Foreign Publicity and Advertising. When the department was taken over a little more than three years ago by O. R. Geyer, as Manager, it was found possible to conduct the department with the aid of a secretary. Since then the work has grown so tremendously that the staff of six persons working at the highest pitch, is required to keep pace with the demands which come from all corners of the world. This number does not include the services of two outside translators who devote a part of their time to the translation of publicity stories for use in Spanish and Portuguese speaking countries.

At the present time more than 700 newspapers and magazines thruout the world are supplied with special articles and stories about Paramount, its stars, productions, and activities, here and abroad. In addition, approximately 200 of these publications require photographs for use in their motion picture columns, while 200 newspapers and magazines are making use of the mats and cuts supplied by the department as a part of its world-wide publicity service. This list does not include

(Continued on page 11)



SON DISPLAYS WONDERFUL EMOTION THRUOUT . . . TED YOUNG SAYS OUR COLUMBUS EXCHANGE IS ONE OF THE BEST YET-IT WILL OPEN ON OR ABOUT NOV. 5TH-S. R. KENT LAID UP FOR TWO DAYS LAST WEEK WITH THE GRIPPE-FEELING O. K. NOW . . . PAULINE GARON. DE MILLE'S LATEST LEADING WOMAN, COMES FROM MON-TREAL . . . HARRY DODGE, CLEVELAND SALESMAN, TO MARRY MARY NEMETHY OF OUR DETROIT OFFICE . . . BEBE DANIELS COMING EAST TO PLAY LEAD IN "GLIMPSES OF THE MOON"-LASKY LEFT TODAY FOR THE EAST . . . JACK HOLT HAS FINISHED "MAKING A MAN" . . . SARA

LYONS IS BACK AT HER DESK AFTER A LONG ILLNESS . . . WELCOME BACK, SARA.

# The Things That Come To The Man Who Waits—

### Toronto Tattle

### By G. A. Smith

The "set-'em-up" boys at Mrs. Kally's alleys are breaking their backs these nights when our boys get busy for the qualifying trials for the team that will represent Paramount in the Toronto Film League.

It's a little too early in the season to predict who's the champ but Harry Lauder Hatfield is certainly the most ambitious. The nearest he came to a strike was when he tripped and hit the floor, but he reduced eleven pounds in the first week.

The ladies of our office are not to be outdone on the alleys. In addition to fighting hard to retain the trophy which they captured last season from the Famous Players Canadian Corporation, there is an added inducement this year. Mr. Akers has offered a cup as prize to the girl who scores the best average for the season. If "Puss in Boots" Regan and her rubber heels don't win, they will make the victor step lively.

### GONE, BUT NOT FORGOTTEN

Morris Milligan, who was our Branch Manager for two years, left us last week to accept a post in the States. The members of the Paramount Progress Club were on hand to wish him Godspeed and, as a reminder, presented him with a pair of cuff links and an engraved belt buckle.

We haven't seen Mr. Akers on the links yet but he must be SOME golfer. He just bought a new suit—knickerbockers and all—and a brand new set of clubs.

A. G. Nichol is a new addition to the Accessories Department. Luain Durgetts, who came here from Cleveland to revise the stock system, left us this week.

You wouldn't think it to look at him, but "Buller" Pattey, Head Booker, is a promising mathematician. Judging from the picture of the red-haired bathing beauty under the glass of his desk, he sure is a hound on figures.

Eddie Zorn is camping out in his old stamping ground up Ottawa way this week, where the whole sales force is making a special drive. "Eddie" heralded the news of his forthcoming arrival to his friend, Harry Brouse, by wire.

Harry Painter, our Shipper, was one step ahead of Jack Frost with his new winter overcoat. It's a dandy, too.

#### MR. PEP SAYS-

Our idea of a real financier is the man who can profit by his mistakes.

### Albany Whispers

### L. Nachman-Correspondent

Well, our bachelor, David Lake was married two months ago in Utica. He even went out of his Zone to get the marriage license. But the only thing that we really like about it is that he knew how to pick a wife, when he did decide to settle down. He picked, Hannah Brummer, stenographer of the Booking Department. Best of Luck, Hannah and Dave.

Mr. Buxbaum is visiting the exchange. He was here just in time to give the bride and groom his congratulations.

Mr. King Meighan has taken charge of Zone three. From first impressions, we just know that he is going to make good.

### This and That at Milwaukee

### By Rose Judell

Welcome to our city and exchange, Mr. G. A. Durlam, Branch Manager.

Mr. Geo. W. Weeks, Divisional Sales Manager, made another of his flying visits here.

"'Tis a mad world, my masters," and some of its maddest, merriest moments ran wild at a picnic supper given by the girls of the Milwaukee Exchange last Friday evening at the Fox Point Beach. Miss Ida Gross, Head of the Contract Department, and who is shortly to be married, was guest of honor. The crowd in attendance had the time of its life. There was plenty of food and drink, and after all, that was the end and aim of the party.

Manager Durlam has added Messrs. C. A. Stimson, J. J. Clarke, E. S. Flynn and E. L. Byers to his Sales Force.

Other changes in the Milwaukee Staff: Miss Norma Puhlman, former Form 47 Clerk, succeeds Miss Gross as Head of Contract Department; Miss Anna Niedzwiski, Assistant Contract Clerk, now Form 47 Clerk; Art Uebelacher, formerly Shipping Clerk, now Assistant to Booker.

Deserting the rank and file of Salesmen, Milt Hirsch has left for Peoria to manage the new exchange there. Another of this office's delightful get-together affairs, this time in the nature of a surprise party, was held at the home of Mr. and Mrs. Hirsch Monday evening, September 25th, in compliment to Mr. Hirsch. The exchange to a man is wishing Milt heaps of success.

# Are Seldom What He Has Been Waiting For

# Lasky Acquires Birthplace of Hollywood

The Birthplace of Hollywood is Now the Property of Jesse L. Lasky By Barrett Kiesling

(Special to PEP)

At an announced price of \$160,000, the film impresario has come into possession of "The Outpost," twelve acres of land which two hundred years ago were selected by Chief Cahuenga as the site for the tepee of his tribe. Where the first humans came to what is now Hollywood, Jesse L. Lasky is planning to develop a home place in full keeping with the historic character of the famous piece of ground.

The first permanent residence at "The Outpost" was built in 1885, an old adobe erected by Don Thomas Urquides, a famous bon vivant of his days. It was there that the Spanish fam-

ilies journed from miles around to join in horse racing, dancing and feasting.

Mr. Lasky has hired expert foresters to care for the great Cahuenga Oaks, century-old trees which once shaded Indian and Spaniard. He will build a rambling Spanish home in accord with the architecture of the original home place. The only concessions to modernity will be a tennis court and a swimming pool.

By Hollywood residents it is considered significant and fitting that a representative of the force that built Hollywood into a really big city, motion pictures, should become the master of the "Birthplace of Hollywood."

Vasquez, the most famous bandit in all California's history, used to make his rendezvous at the Outpost while roaming the Hollywood hills and there is an aged tree on the premises which has several notches in its gnarled bark, indicating the hanging of horse thieves who fell into the hands of the early settlers.
"The Outpost" is situated at 7065 Franklin

Avenue and was in the immediate hands of Mrs. Louise Woolett. Up until a few years ago, however, it belonged to General Harrison Gray Otis, late publisher and owner of the Los Angeles "Times." Developments started by General Otis will be carried out to final fruition by Mr. Lasky.

Hundreds of years ago the Indians used to gather at the "Outpost" to present their "La Pastores" or "Passion Play." Today, not a half mile away, a modern Passion Play, the Pilgrim-

age, is presented.

In every way the "Outpost" is a shrine of history and romance. And it now belongs to a man whom respect for romance and things historical has brought a fortune in the realm of

motion pictures.

It is interesting to note that the final escrow papers for "The Outpost" were passed and into the hands of Mr. Lasky on the birthday of his brand new daughter, Bessie, who will, when she grows up a little, join young Jesse Lasky, Jr., and William Lasky, in playing around the trees where Indians once camped, the birthplace of Hollywood.

## Montreal Mutterings

By Tom Dowbiggin

First snowfall of the year here this a. m. There ain't no such question here as "IF WINTER COMES." It's a sure thing to come a-plenty.

## PEP'S Traveling Ticker

London, England October 5th, 1922.

About to quit London for Liverpool . . Paris Memory Recalls the Great French Office Teaser Line . . . "Combien Des Fois Verrez Vous 'Le Cheik?" . . . This Reduces to "How Many Times Are You Going to See 'The Sheik?" . . . And the Question is Being Asked Throughout the Land . . . Especially as France Has a Lot of "Sheiky" Colonial Possessions . . Wonderful Bunch of People in the London Office, and Wonderful Offices, Too . . . The Paramount Spirit to be Found the World Over is Here in Great Force . . . One of Its Excellent Sources is "Paramount Flashes" . . . Paramount Pictures Everywhere . . . and Advertised With Superbly Produced English Posters . . . No Magnifying Glasses Needed Posters . . . No Magnifying Glasses inceueu to Find the Paramount Sign and Line on Them Either . . . "When Knighthood Was in Flower" Put Over With Some of the Most Attention-Attracting Exploitation in History
. . . Folks Here Eagerly Awaiting "Blood and
Sand," "Manslaughter" and the Scores of Others of a Like Nature That Are to Follow Notices of a Like Nature That Are to Follow

. . They Expect to Make the British Pulse
Race First of all With "The Sheik" . . . That's
All for Now . . . Off to Quebec Tomorrow . . .
Hoping for a Stormy Crossing . . . New York
About the 18th . . . Prospect Enthuses Profusely . . . Au Revoir.

ALBERT DEANE Note-Albert has arrived looking hale and hearty—feeling tip top.

-PEP.

## Managing Foreign Publicity

(Continued from page 8)

publications in Great Britain, Germany and Central Europe and France, which are served directly

thru our offices in those territories.

O. R. Geyer, Manager of this department has most ably guided the distribution of this vast amount of publicity to the other worlds and manages to satisfy the insistent demands of these thousands of fans, and hundreds of publications for information in general about Paramount pic-



## In and Around Paramountown

By Shirk

Word from Antelope Island, in the Great Salt Lake, is that James Cruze has finished shooting the remarkable buffalo hunt seenes which are announced as one of the most unusual features of "The Covered Wagon," which Mr. Cruze is now making. The hunt was made possible only through special permission granted Director Cruze to use the famous Antelope Island herd of 500—the largest group of these rare animals now in existence.

A tell-tale ravelling from a woman's evening dress provided several anxious hours during the making of Cecil B. De Mille's new pieture, as yet untitled. How the ravelling got on the eoat of Theodore Kosloff provides the dramatic impetus for extremely vivid seenes between Kosloff. Anna Q. Nilsson, Milton Sills and Pauline Garon. This story by Jeanie Maepherson will later present seenes aboard a yacht at sea, in the wheat pit at the Chieago Grain Exchange, and a view of how a romanee operated in the days of the far-famed caveman.

Hundreds of wild African savages engaged in attack upon a jungle village are putting thrills in the new Mary Miles Minter picture, temporarily titled "Sacrifice." Charles Maigne is directing the production which was adapted by Will M. Ritchey from the novel by Stephen French

Whitman.

Philip Rosen is now making tests of players considered for a story of Parisian life, temporarily titled "Bacchanal," which will be the next Mary Miles Minter picture.

Manipulating motion picture cameras on the edge of the famous volcano Kilauca is furnishing plenty of excitement to the east of "The White Flower," the new Betty Compson picture, which is being made in the Hawaiian Islands. Cable advices from Director Julia Crawford Ivers are that splendid weather conditions are making possible even more interesting tropical effects than were anticipated. The company has just completed the first week of work on Mrs. Ivers story. They will remain in Hawaii for five weeks longer, encompassing in that time beautiful back-

grounds of Honolulu, exeiting swimming seenes on the beach at Waikiki, seenes with a background of pineapple and sugar eane plantations and other things colorfully representative of the famous American possession. Miss Compson plays a half-caste Hawaiian girl, and is supported by Edmund Lowe, Edward Martindel, Arline Pretty, Sylvia Ashton, Leon Bary and Lily Phillips.

After a solid week of trying on dozens of costumes, Pola Negri has started work upon "Bella Douna," a George Fitzmauriee production, which will be her first American-made Paramount pieture. The early seenes in the Savoy Hotel at London, are but a prelude to the very exotic sequences which are to take place upon the desert of distant Arabia, and aboard a luxurious houseboat floating down the romantie Nile. Egyptian eostumes for Miss Negri have been made from authentic plates, and are said to provide a most fitting frame for her beauty. Careful tests of light and make-up have been made and Miss Negri has made radical changes in her usual methods of preparing for work before the eamera. It is said that (Continued on page 15)

### Bebe and Her Dolls



Bebe Daniels

In her eharacter as Corinne d'Alys in "Paths of Glory," a new William de Mille production, Bebe Daniels eolleets an unusual lot of French dolls.

The novel dress of pearls in Russian effect worn by Miss Daniels, contains over 2,500 individual pearls which took over three weeks for a single pair of hands to place.

### Don't You Know Her?



Leatrice Joy Long Island Studio for interior scenes.

Take another look. It is Leatrice Joy in a unique "chink" costume which she wears in George Melford's production now in the making, "Java Head."

At present the company is on location at Salem, Mass., taking exterior scenes for this production after which they will return to the

### "The Leopardess," to Be Brady's Next

Alice Brady's next picture will be "The Leopardess," from an unpublished novel by Katherine Newlin Burt. The picture will be made at our Long Island Studio under the direction of Henry Kolker, who produced "Disraeli," starring George Arliss, and who has just completed a picture with Madge Kennedy, "The Purple Highway." Work on the picture will be started in about a week from the scenario by J. Clarkson Miller.

The supporting cast for Miss Brady has not yet been selected. Gilbert Warrenton will be

the cameraman.

## Looking Over Pep



Looks like PEP is quite popular at our West Coast Studio.

This Italian orchestra engaged in "My American Gloria Swanson's latest picture directed by Sam Wood, are getting the kick of their Italian lives out of our little magazine.

## Why Go to Africa?



That's the slogan adopted by F. S. Madigan, Supervisor of our West Coast Studio property department.

When Charles Maigne, Director of "Sacrifice," Mary Miles Minter's latest picture, wanted African war implements, he called on Mr. Madigan who promptly had the boys under his supervision make up the war articles required.

Mr. Maigne at the left, is seen inspecting some of them and Mr. Madigan at the right, is explaining each one as they go along.

一班四十十十

### Leatrice Joy Back Near Scene of Her Début as An Extra with Mary Pickford

Four years ago this month Leatrice Joy was in Marblehead, Mass., as an extra girl in the com-"Pride of the Clan," today she is in Salem, Mass., as leading woman for the George Melford Company, making "Java Head."

"When I was in Marblehead I used to marvel

at the wonderful lights they turned on Miss Pickford and wondered if I would ever have them turned on me," said Miss Joy recently in reminis-cing. "Who would have imagined that I would be back near the same spot working as a leading woman in pictures? It seems like a dream to me.

"I did get quite a thrill out of my first work in the East as an extra because Maurice Tourneur, the Director, used me to rehearse Miss Pickford's part when she was not on the set. I used to imagine myself as a star.'

Miss Joy will have the colorful rôle of Taou Yuen, the Chinese wife, in "Java Head."

## "Tweet, Tweet! It Is Here!"

### By Marion Brooks-West Coast Studio

We may be all wrong and there may be a howl starting from the Los Angeles Exchange and all through Mr. Shauer's Europe, Japan and China, and re-echoing here in the studio, but we stoutly declare that Spring is here! We won't youch for 485 Fifth Avenue, and Miss Taylor in Savannah, may not agree with us, but if you all could sit at our window and see the young fields of stubble

walking by, you'd be believers, too.

A youth who answers to the name of Bob Ryan, just ambled along, and from all appearances he's already had as much as a month of Spring. Guy Oliver is also doing very well, but we have to hand the honors, etc., to Charles Ogle! The snow and ice must have melted ahead of time in his bungalow, because pretty soon he'll have to be harvesting, and, as Mr. Shakespeare said, there's the rub. James Cruze starts his "The Covered Wagon," this week, and the styles of '49 say that men must wear long heavy, dust-catching beards, and we're wondering if some folks around the Lasky lot aren't getting a chance to steal a few extra rounds of rest in the morning, and we guess the old Gillette has become a little dull and rusty.

We're sorry they are leaving this week for location-Milford, Utah-because we'd kind of like to see who has the first and most desirable crop. We are particularly interested in one Scotch Donald MacManee, because he has been passing our window for some two weeks now, and although there has been plenty of sun and all good weather, we are somewhat dubious and are reminded of a young New York office feller-one year once on the Lasky lot—who, when we held out at 485, courageously listened to the Siren call of a crafty tonsorial artist and a month later proudly exhibited a few signs of Spring and a "Keep off the Grass" sign to his hat.

Seriously, how would the girls like to have Mr. Cruze with his "Covered Wagon" set a new style, so that a few months hence, all the beaux and husbands, brothers, fathers and grandpas, "What the Men Will Wear" photos, etc., be sporting beards? You never can tell what he'll do with this picture—he has everything in it from covered wagons, Indian fights, prairie fires and buffalo

hunts to setting new styles for the populace.

## Added to De Mille Company



Cecil B. De Mille had selected Miss Pauline Garon as leading woman in his forthcoming production.

It is needless to say Mr. De Mille has again made a good selection in this Toronto Miss.

Pauline Garon

### A New Member to the Reid Family



You have all heard by this time that Mr. and Mrs. Wallace Reid have adopted a charming

Betty is indeed fond of her new parents, to say nothing of Wallace Reid, Jr., who says: "Now I have a little playmate who affords me a chance to star once in a while like my daddy.'

## Guests at Charity Ball

At a big charity ball given by the Junior Aid Society for the benefit of poor children at the Hotel Newhouse, Salt Lake City, James Cruze, who was in the city preparing for work on his production, "The Covered Wagon" was one

of the guests of the organization.

Others of the picture folk who were present as guests of the big social function were Tully Marshall, Alan Hale and Ernest Torrence, all of whom appear in the picture and who arrived the same day from Hollywood to take part in the big buffalo hunt scenes staged the following week at Antelope Island, in the Great Salt Lake.

## The Grand Old Man Honored



Theodore Roberts

Theodore Roberts. for the present engaged for a short tour of vaudeville, struck Salt Lake City recently.

The popular star was presented with beautiful bouquet of flowers from the garden of "The Old Homestead" of that famous city. The placard read:

From the Garden of THE OLD HOME-STEAD

THEODORE ROBERTS From his Salt Lake friends who await the

engagement of the famous Paramount Picture at the PARAMOUNT EMPRESS, Week Oct. 8th.

### Fancied Facts for Foolish Film Fans

As Related by Curly the Cub to Matty Cohen

#### Chapter Two ON THE INSIDE LOOKING OUT

Lux's parting words were "I'll take you in to Miss July, but I want to warn you that she detests publicity. She will positively not stand for any newspaper stuff." Thanking him for his

fatherly advice, I entered the magic portals.

Although I have been connected with the "Weekly Static" for a good many years, this was my first attempt as an honest-to-goodness reporter. My knees shook like a couple of jazzy pastry demolishers dancing to one of Paul Whiteman's latest. Reaching Miss July's dressing room, I hesitated. My heart was racing like a taxicab on a busy night. Bracing up, I let my knuckles gently caress the panels of her door.

A voice as smooth as emery cloth and as gentle as a steam caliope shouted, "Come on in, you big dumbbell! I opened the door, and there, gazing at me with much surprise was-JUNE JULYgreatest of all Sin-no-more stars. She smiled at me—a smile mixed with confusion and curiosity. "Oh! I beg your pardon," she said, "I thought it was my husband."

I explained my mision to her. She seemed reluctant to grant me the desired interview. Thinking deeply for a moment, she said, "Well, if I don't, you will write something anyway, and probably make up a lot of horrid lies about me. I don't know just what to tell you that might possibly interest your readers, because, you see I have never been interviewed before. Why, I have even declined the offer of my employers to give me my own publicity man, and a photographer for my own exclusive use.

While she was telling me all this I took in my surroundings with a single glance. The room itself was plainly furnished. There were, possibly, a dozen soft comfortable chairs and couches. This, of course, made the room seem a whole lot larger than it actually was. The wall was entirely covered with pictures, and of the thousand and one there, not one of them was a photograph of Miss July. They were all oil paintings. And just imagine, the poor child had only about twenty mirrors at her command.

Getting out my note book and pencils, I asked her if she had any objection to a few questions. "They may embarrass me," she said. "Suppose I tell you my story, and you can make whatever notes you need as we go along." That just about fitted in with my plans.

I asked her if I could smoke. "By all means,"

was the reply, "here, use one of my pipes." Making myself as comfortable as I could on a soft couch covered with cushions, I prepared for busi-

She was a woman of very few words. Taking a long breath, she began: "I was born-

> DOROTHY DALTON HAS STARTED HER NEXT PIC-TURE AT OUR L. I. **STUDIO**

### In and Around Paramountown

(Continued from page 12)

American photography and lighting conditions have brought out unexpected phases of Miss Negri's colorful personality. Ouida Bergere adapted "Bella Donna" from Robert Hichen's novel.

A touch of fairyland fantasy provided the A touch of fairyland fantasy provided the finish of "Singed Wings," the Penrhyn Stanlaws' production in which Bebe Daniels and Conrad Nagel have been featured. Dramatic and yet with a touch of luring Andalusia, "Singed Wings," it is believed will be a story of different but popular appeal. It was adapted by Ewart Adamson and E. A. Bingham from a story by Katherine Newlin Burt. Novel photography is said to be a feature—there being many double, triple and quadruple exposures.

The palace of the President of the Argentine Republic is now occupying the attention of Director Sam Wood, making "My American Wife," Gloria Swanson's newest picture. The reproduction of the huge reception hall has been under construction for ten days and occupies an entire half of one of our big stages, Santos Goni, Consul-General for the Argentine, has just returned to San Francisco after having passed his official okey on the palace reproduction and that of the Argentine House of Congress which Mr. Wood finished last week. Other scenes now under production include exteriors about a beautiful hacienda, the estate of a great South American cattle king. Gloria Swanson is supported by Antonio Moreno who is considered an ideal type for the part of the dashing Argentine hero. Besides Senor Goni accuracy for the Argentine scenes is being assured by the presence of Count Henri d'Abbidie d'Arast, a French nobleman, who spent ten years in diplomatic service at Buenos Aires.

"Have a Heart," a story of automoboiles, will be the next Agnes Ayres picture which will start within the next ten days under the direction of Paul Powell. The story is an original by Byron Morgan and has been adapted for the screen by Will M. Ritchev.

In real life the smile of Wallace Reid would undoubtedly make him a very successful book agent. Perhaps it is for that reason that his rôle in "Nobody's Money," just started under the direction of Wallace Worsley, calls upon him to be a very glib and convincing purveyor of popular literature. Reid does not long remain a book agent, however, as the intricacies of the story by William LeBaron, as adapted by Beulah Marie Dix, carry the amiable Wallace into an amusing maze of incidents which are said to provide the subtle comedy touches which have been so important in the building up of the Reid success.

Jack Holt's transcontinental picture has been finished. "Making a Man," directed by Joseph Henabery, started at the Long Island's Paramount Studio, but concluding scenes have been taken at the Hollywood plant. Mr. Holt is supported by Eva Novak.

# It Is Better To Be Sensible Than Sensitive



# The Pepville Gazette



Vol. 7 No. 16

MONDAY, OCTOBER 23, 1922

Price: A Good Deed.

### THE PEPVILLE GAZETTE

PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

See Blue Book.

Weather:

Fair a la Torrid

#### S. P. C. A. Take Notice

Clark—"What's wrong with your car? It squeaks dreadfully."

Ballance—"Can't be helped, John, there's pig iron in the axles."

#### What He Says Goes

"This is my car," exploded the furious tourist to the troublesome garage proprietor, "and what I say about it goes —see?"

Just then an oil-bespattered machinist crept out from beneath the broken-down machine and said, pleadingly:

"Say 'engine,' sir."

#### Missing!

Has anyone seen Pete? Pete who? Petroleum.

Kerosene him yesterday and he hasn't benzine since.

-Louisville Trolley Topics.

#### Why?

Small brother—Mr. Jaggs, are you a baseball player?

Caller—No, Willie.

Small brother—Then why did Sis tell Ma that you were such a good catch?

#### Now I'll Tell One

He—What would you say if I threw a kiss at you?

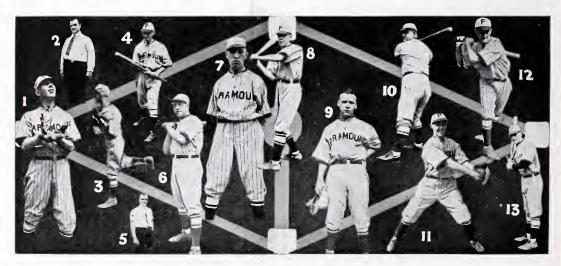
She—I'd say you were the laziest man I ever saw.

She—"I'm sorry to disappoint you, but the fact is, last night I became engaged to Dick."

He (knowing her)—"Well, how about next week?"

-The Leatherneck.

# The Pittsburgh Paramount Ball Team



Here they are, thirteen live wires, all of our Pittsburgh Office in active poses before PEP'S cameraman.

The Pittsburgh bunch had a lively team this year and defeated many prominent commercial clubs thruout the smoky city.

The team also made a great showing whenever

they went on the diamond, their uniform being white with a black stripe and the word Paramount prominently displayed across the chest.

In the photo they are: 1, Joe Dean; 2, Harry Ross, Dist. Mgr.; 3, Little; 4, Davis; 5, M. C. Hughes, Branch Mgr.; 6, Ray; 7. Livingston; 8, Kelly, Capt.; 9, Dunbar; 10, Wachnansy; 11, Skelton, Mgr.; 12, McGreavy; 13, Walsh.



"HERE, SON—DON'T FORGET YOUR GRIP!"

# Put Advertising in Your Selling Talk

Salesmen's Equipment Should Include All Advertising Dope in Productions

By G. A. Durlam-Milwaukee Branch Manager

Every business man acknowledges the value to him, and the necessity of advertising. You can no doubt think right now of a dozen trade lines, or marks, and each one of these is impressed on your minds through the ADVERTISING you read. How many of you read, say the "Saturday Evening Post" without scanning the ADVERTISING? It is so with every paper or publication that you read. ADVERTISING of the right sort, I'd say is insiduous propaganda. The message the clever advertiser wants to get over is hammered into you, whether you think you are interested in his product or not, by a CONTINUOUS CAMPAIGN. Unconsciously you absorb his publicity, and some day, if the wife sends you for flour, you think of "Eventually, Why Not Now." I've got a stiff beard, and after deciding to switch to another soap I thought of "Jim Henry" and bought a tube of Mennen's. Of what do you think when you read, "Time to retire"—"There's a Reason"—"Phoebe Snow"—"A Skin You Love to Touch"?

Of what do you think when you read "THE BEST SHOW IN TOWN"? Of course you think of PARAMOUNT. All big business advertises. We prove that we are BIG BUSINESS by our advertising. YOU MUST BE ACQUAINTED WITH PARAMOUNT ADVERTISING. Most picture companies advertise to the exhibitor. We do. BUT WE HAVE CREATED A KNOWLEDGE AND A DEMAND FOR PARAMOUNT BY OUR ADVERTISING TO THE PUBLIC. Every reader of newspapers, magazines, or any other periodical, has hurled at him the fact that "IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN." Not once in a while, BUT ALL THE TIME, THERE IS A CONTINUOUS CAMPAIGN. "IF IT'S

A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN.

Do you suppose a company like ours would persist in ADVERTISING like ours, if it didn't mean money in our pockets? How do we cash in on our fan advertising you may ask. BY SELLING THE PRODUCT, TO SATISFY THE DEMAND FOR THAT PRODUCT, CREATED BY THE ADVERTISING OF THAT PRODUCT. This product is sold to those in whom we create that demand, THROUGH THE EXHIBITOR. We, therefore, cannot get any nickels without Mr. Exhibitor sharing with us profits accruing from our advertising. This seems like logical reasoning. IF YOU THINK SO. USE IT. Paramount advertising is one big ARGUMENT ALWAYS WITH YOU. IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN.

You say, perhaps, "This advertising doesn't do him any good because he is not on current product." Pure bunk. Read a Paramount ad. True, there is always a list of productions carried in that ad. But the big idea is never lost sight of—PARAMOUNT CASTS—PARAMOUNT DIRECTORS—PARAMOUNT STAR. PARAMOUNT—PARAMOUNT—PARAMOUNT—PARAMOUNT. IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN. That's the big idea gotten over. That's what everybody knows. IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN.

Not one of your competitors has this asset. If I know anything at all about ADVERTISING, I know that I'd give a MILLION DOLLARS (if I had it) for the use of our trademark, and not one thin dime for the use of any other trademark of any other company in this field. Stop and think! Any other producer with his line established in your mind? There isn't? I thought so: THAT'S THE POINT. YOU CANNOT ASSOCIATE ANY PICTURE OR ANY

(Continued on Page 5)

### A Record Breaker



The above photo shows the signing of a record-breaking contract for the western premier of "When Knighthood Was in Flower," now playing at the Grauman Rialto Theatre in Los Angeles.

The contract was signed at our West Coast Studio in Hollywood and was witnessed by Mr. Lasky, seated at the left, and Sid Grauman, seated at the right.

Standing at the left is Ralph O. Proctor, Special Representative of Cosmopolitan, and on the right is O. V. Traggardh, Manager of our Los Angeles Exchange.

Our deepest sympathies are extended Charles Abrahams for his recent bereavement in the loss of his father.

### Important

Will the Exchange that forwarded Inter-Branch Shipping Memorandum No. 14, on the following productions: 1 slide "THE SIREN CALL," 1 slide "TRAVELIN" ON," 2 insert cards "IS MATRIMONY A FAILURE?" 2 insert cards "BEYOND THE ROCKS," 1 slide "THE BONDED WOMAN," 1 slide "VALLEY OF S. MEN," 2 slides "THE BACHELOR DADDY," 1 slide "MAN-SLAUGHTER," 2 slides "HER OWN MONEY," 2 slides "BLOOD AND SAND," 1 slide "O'MALLEY OF THE MOUNTED," 2 slides "LOVES OF PHARAOH," shipped as damaged material, kindly get in touch with Mr. Frawley immediately?

Will the Exchange that forwarded Inter-Branch Shipping Memorandum No. 1106, on the following production cuts, six 2-col. production cuts, two 3-col. production cuts, fifteen 2-col. production mats, one 3-col production mats, shipped as **Junked**, kindly get in touch with Mr. Frawley immediately?

## "This Means Something"

The following Exchanges during the weeks immediately after the September Drive have held their accessories business right close up to the wonderful business they did during the Drive:

NEW HAVEN KANSAS CITY WASHINGTON BUFFALO BOSTON PHILADELPHIA CINCINNATI DETROIT
DENVER
ST. LOUIS
MINNEAPOLIS
MILWAUKEE
CHARLOTTE

This means that consistent plugging will win.

## Telegram-Mister!

S R KENT

SINGED WINGS IS SORT OF PICTURE NATIONAL BOARD OF REVIEW WILL HAIL AS ONE OF BEST OF SEASON -PHOTOGRAPHY SETTINGS AND COM-POSITION HIGHLY ARTISTIC — STORY OPENS WITH FAIRY PROLOGUE DREAM THAT IS BEAUTIFUL DOUBLE EXPO-SURE STUFF - PLOT TELLS OF SPAN-ISH DANCER IN SAN FRANCISCO WHO DREAMS THAT SHE WILL BE MUR-DERED IF SHE FALLS IN LOVE AND WHO TRIES TO DRIVE AWAY HER SWEETHEART IN EFFORT TO KEEP DREAM FROM COMING TRUE - MOST ARTISTIC THING STANLAWS HAS EVER DONE - STORY TRAGIC AND DEEP DRAMA BUT ENDS WITH LOVERS IN HAPPY CLINCH - DANIELS AND NAGLE EXCELLENT PERFORMANCES GIVE REGARDS

JEROME BEATTY

## A Happy Trio



Just before Mr. A. J. Ferte, formerly Manager of Calgary, left to take up his duties as Special Representative out of Toronto under G. E. Akers, PEP'S cameraman caught him with Bill Kelly, Office Manager at Calgary and George Wyatt, salesman out of the same office.

It is needless to say the expression on their faces is typical of the spirit reigning in Calgary at the present time.

In the photo left to right they are: Bill Kelly, A. J. Ferte and George Wyatt.

## Marie Shuter

Marie Shuter, a member of our Home Office Stenographic Staff, met death on October 22nd, when she was fatally burned in the big apartment house fire in New York last week.

With the flames at their height, Miss Shuter, her two sisters, one brother and a brother-in-law, found themselves trapped and before help could reach them they were burned to death.

The entire organization extend deepest sympathies to the mother and father, who, though saved, have suffered a relapse.

## C. M. Hill Says:

The following was received from Duncan Mc-Lean, McLean's Theatre, Wallowa, Oregon.

"Received check for cash refund of advance account contract \$39.40. I want to thank you for this and will say that you are the squarest company I have ever dealt with."

(Signed) DUNCAN McLEAN.



"BUT ABOVE ALL THINGS. TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees

FAMOUS PLAYERS-LASKY CORPORATION
11s Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

OCTOBER 30, 1922

No. 17

### An Appraisal of Our Advantages

By Jad

It was the writer's privilege to have an executive who recently discontinued his association with another distributing corporation sit in on two lively sixth group sales.

His views on our sales policy and methods

are naturally of interest.

A resume of three things that vividly im-

pressed him is:

First: The dignity attached to our relations with exhibitors showing the deep respect they have for our organization, its methods and its

personnel.

Second: The privilege that is ours by reason of the very consistency and stability of our product of establishing prices that represent an accurate estimate on exhibitors' possibilities with each production offered. With us it is not a question of quoting prices exorbitantly in excess of the value of our pictures in the hope that by juggling and manipulation we need not accept finally, prices far below their actual value. When prices are made, nine times out of ten they can be maintained by process of logical comparison and appraisal.

Third: The appreciation and tolerance shown our many constructive sales essentials, to-wit:

Each picture having a production value has also a market value in each theatre precluding in the majority of cases the necessity of making eliminations of any pictures from the contract.

Their recognition, generally, of the funda-mental value of maintaining at least their logical position on our release schedule by allotting dates for each picture consistent with the rate at which we release them. They realize failure to do so depreciates the value of the pictures computed at the time of the sale.

Their knowledge that prices paid for our pictures are possible only to the extent that they themselves are willing to justify by proper presentation to the public and thru the channel of exhaustive exploitation and tie up with our own stupendous advertising campaign.

Their willingness to allot to us a majority of their play dates by giving our pictures extended runs on the principle that the majority of our productions warrant same and because we can offer them a larger proportion of the available

### Morning Exercise



George Weeks can't keep any secrets from us. It now comes out that every morning before George puts in his appearance at the office, he rides horseback for business and pleasure, the former being properly explained at the top of the cartoon.

We wish especially to call attention to the adjustable horse support which George says

is fast getting lower.

The residents of New Rochelle are fast becoming accustomed to the clatter of hoofs and lost horse shoes when George dashes madly down the main "drag."

### Horse Sense

If you work for a man, in heaven's name work for him.

If he pays wages that supply you your bread and butter, work for him, speak well of him, think well of him, stand by him and stand

by the institution he represents.
I think if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time. I would give an undivided service or none.

If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content.

But, I pray you, so long as you are part of an institution, do not condemn it. Not that you will injure the institution-not that-but when you disparage the concern of which you are a part, you disparage yourself.

And don't forget, "I forgot" won't do in

business.

-ELBERT HUBBARD.

product on the market than any other distributing unit which affords them a dependable source of supply.

These advantages are surely ours and it is up to us to make the most of them.

J. A. DAVIS. Boston Office.

# Dope On The Convention Next Week

# Guests of George Ade



It was only recently when the entire personnel of the Chicago Exchange responded one hundred per cent to George Ade's invitation for an outing at his "Old Homestead" in Indiana. From the pep, vim, vigor and satisfaction of all those in the above photo, it is needless to ask whether or not they enjoyed themselves.

All sorts of sports were in vogue and all regretted having to leave at the close of the

eventful day.

Mr. Ade, as usual, proved a glorious host and he can be seen in the photo flanked by the Chicago Exchange beauties.

Mr. Ade sits in the centre foreground and Herb. Given can be seen with the megaphone at the extreme left.

### Toronto Tattle

### By G. A. Smith

Our Fall social season opened with a "Blood and Sand" party at which Mr. and Mrs. G. E. Akers were formally welcomed to the fold. Miss Edna Gordon, as Chief Shepherdess, managed the entire affair with very satisfactory results and the party was voted by all a great success.

Mrs. J. I. Foy, wife of our genial Salesman, won Ladies First Prize. Mr. Maurice Doyle, our visitor from the Pantages Theatre, was awarded the consolation prize. Ice cream and dancing were enjoyed by all.

Chalk us up with three straight. The bowlers who are representing us in the Film League tournament took First National into camp three times in a row last week.

First honors of the opening of the tournament went to W. J. O'Neill, who rolled 263, the highest individual score of the night. G. E. Akers, Leo Haag and Percy Clark were the other Knights of the Pins who looked after our interests so well.

#### MR. PEP SAYS:

The greatest mistake we can make in life is to be continually fearing we will make one.

No man is too big to be kind and courteous, but many men are too little.

## Advertising in Your Selling

(Continued from Page 2)

OTHER COMPANY MAKING PICTURES WITH ANYTHING THAT FIXES THAT COMPANY OR PICTURE IN YOUR MIND. If YOU can't, why is it reasonable to think that anyone else DOES?

If you haven't got a complete layout of PARA-MOUNT ADVERTISING, you are not fully equipped. If you do not use our advertising in your selling talk, you are NOT selling PARA-MOUNT, and you prove that YOU are not sold on PARAMOUNT. Get sold! Get sold! Then, SELL SELL

SELL, SELL, SELL.

By the way, if you sell right; have the right dope on conditions in Mr. Exhibitor's town, it will be true that IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN.



## IF IT'S WORTH RUNNING. IT'S WORTH ADVERTISING The Rest of the Year

Most of 1922 has gone by. Some of the Branches were able to start the year with whirlwind accessories business. Then, during the tough summer months this dropped off to a certain point.

Others did not start so big but forged ahead gradually.

The month of September—Paramount Month, was undoubtedly the biggest accessories

month we have ever had.

A little suggestion—whether you started the year heavy or light—we have eight weeks to go before 1922 bows out. A strong finish wins many a race. Why not put on a little informal accessories drive to help close 1922 business in glorious fashion?

Let's finish the year strong.

### My Experience With the Fellow Who Never Used Heralds

By Karl Krueger-Seattle Access. Mgr.

The other day I came across the first exhibitor who never could, or rather never would use heralds. He was a local dentist, who is running a show as a side line, and was one person who was quite prejudiced against using heralds. He thought that he could put out a better dodger or herald than we were able to furnish. His was a personal mimeographed letter.

From his conversation I soon pictured out several obstacles that had to be overcome in order to sell him. Planning my mental attack, I began by first showing him where he would save considerable time; second, where he would save money and reap greater benefits and for the master stroke, introduced him to "Hynes' Wonder Book" the herald catalogue.

The battle was won, for the dentist exhibitor was convinced that we had the real goods, for when he left he said that he would not put out any announcement as long as we were able to furnish him with such attractive heralds.

He is just one of the many exhibitors we are selling herald to daily. Heralds like the ones we are putting forth on "BLOOD AND SAND," "MANSLAUGHTER" and "OLD HOME-"MANSLAUGHTER" and "OLD HOME-STEAD," are selling the pictures to the exhibitor and likewise to their patrons. They crave more of them everyday and I for one hope they keep coming.

### MR. PEP SAYS:

The smartest person is not the one who is the quickest to see through a thing; it's the one who is quickest to see a thing through.

## The Small Town Exhibitor

Bv W. D. Brink-Portland, Ore., Access. Mgr.

My experience with the small town exhibitor has demonstrated conclusively that they should not attempt to confine their advertising or displays to their theatre lobbies or immediate neighborhood.

We have had several successful instances lately where exhibitors have used the rotogravure section in their local newspapers (preferably Sunday editions) as a supplement. Heralds have also been utilized to similar advantage by cooperation with the newsboys in serving their patrons.

Fanfotos are meeting with increased favor by contests in conjunction with the use of the recent Paramount Week heralds.

Whenever possible we advocate the increased ordering of accessories according to the merit of the production or star, discouraging the old custom of the standing order on all features regardless of their ability to increase their receipts if properly advertised.

More diversified accessories and increased quantities, attractive lobbies of stars in colors and more colorful and attractive lobbies that will create an interest which might not otherwise be shown.

We recently sold a number of our latest star photos to a theatre which is not a regular moving picture house, but desired an unusual foyer display. This has interested the owner to the extent that he is now considering the showing of Paramount pictures during the time road shows are not occupying the house.

Advocating the use of new lithographs in prefernce to the second-hand mounted posters.

# My Experience During Paramount Week

By O. L. Freeman-Atlanta Accessories Manager

The Atlanta Exchange sold more accessories this WEEK than any previous PARAMOUNT WEEK, a total of \$2,338.90, and we had, approximately, twenty theatres less running PARA-MOUNT WEEK this year than in 1921. This is in view of the fact that there are from fifty to seventy-five theatres less in operation in the Atlanta territory than in 1921.

This is the way we accomplished the above sale: As this department received booking notices, we immediately wrote a letter to the exhibitor advising him of the special accessories available on each picture booked him each day that WEEK, enclosing sample of the herald, and in some cases we mailed him a sample of the window card when they were available. We told them of the wonderful possibilities of using extra advertising during PARAMOUNT WEEK, that they would be tieing up with the National Advertising appearing in all the daily papers which would cover their town, etc.

In addition to the above, we would give him a large supply of the gratis accessories—two kinds of 1 sheets, the attractive banner, a slide, the brilliant color insert cards, cuts, and last, the heralds

with their program printed on the back of same. In explanation of the last statement, after all the bookings were set in, and the exhibitor advised the short subjects booked him, we had our local printer print his program on the back of the herald.

The above idea proved to be a success in more ways than one, we gained the good-will of the exhibitor which means a whole lot. Several exhibitors carried out their part of the agreement by running a solid PARAMOUNT WEEK, whereas, in all probability, they would not have done so if the heralds had not been printed for them and mailed to all their patrons. In some cases we would tell the exhibitor if he used additional advertising we would print his program, no charge to him, on the PARA-MOUNT WEEK herald. They all jumped at this proposition, consequently, we had a Big

The only obstacle we had was that several small town exhibitors were under the impression that all advertising matter was gratis, including the accessories on the pictures booked them. They complained a great deal when we advised them differently, but the heralds, again, came to the rescuc.

The greatest obstacles we have in the Atlanta office is that only a few of the exhibitors come in to the Exchange to book their pictures and buy accessories, and for this reason we have to make all our accessories sales by letter. We have a very hard time convincing the exhibitors of the South that the Standing Order system is not satisfactory to them, or to us. When a salesman is selling a contract, usually, the exhibition dates are so far ahead that the exhibitor is afraid to give his order because he does not know what the condition will be when he plays the picture, or just what kind of exploitation ideas he intends carrying out.

Another thing, we have not had an Exploitation Man in the Southern Exchange until quite recently, to help the independent exhibitor put his picture over, but now we have installed an Exploitation Department in the Atlanta Exchange and we are getting a great deal of accessories sales through this department.

We are doing everything possible to drive the slogan in the exhibitor's head, that is, IF IT'S WORTH RUNNING, IT'S WORTH AD-VERTISING.

Good for a Window



The above reproduction on "The Man Who Saw Tomorrow" one-sheet will give you a faint idea of the general attractiveness of this unique poster.

SALESMAN MESSITER SAYS:

"The more you tell the more you sell."



Abroad With E. E. Shauer



(See Identification of Above Photos on Bottom of Page 11)



BOOTH TARKINGTON TO WRITE AN ORIGINAL FOR TOM MEIGHAN . . . "WHEN KNIGHTHOOD WAS IN FLOWER" BREAK-ING RECORDS . . . MESSRS. ZUKOR AND LASKY ATTEND OPENING OF MR. VICKER'S THEATRE IN CHICAGO . . . E. S. MILLER ARRIVES AT ST. LOUIS TO TAKE UP DUTIES . . . KEN ROBINSON, BOSTON SALESMAN, TAKES A WIFE . . . CON-GRATS., KEN. . . . H . . . F . . . Z . . . R. G. ROSEBAUM, MGR. OF OUR FRISCO OFFICE, WAS A VISITOR AT THE HOME OFFICE LAST WEEK . . . REX BEACH WORKING ON A STORY FOR TOM MEIGHAN . . . X . . . Y . . . Z . . . MEIGHAN HAS SUCCEEDED IN GETTING THREE OF THE BEST TO WRITE HIS PICTURES . . . THEY ARE GEORGE ADE, BOOTH TARKINGTON AND REX BEACH . . . LORD AND LADY MOUNTBATTEN VISIT OUR WEST COAST STUDIO . . . L . . . W . . . VINCENT TROTTA IN HIS NINTH YEAR AS DIRECTOR OF OUR ART DEPARTMENT . . .

## No Man Has Your Interests More At Heart—

### What Exploiteers Are Doing

### By Bam

Leslie Whelan, in the midst of throat trouble and otherwise feeling indisposed, sprang to the exploitation of "When Knighthood Was In Flower," in Washington, in a manner that caused Oscar Morgan, of Cosmopolitan, to sing his praises all over the Home Office. Les arranged for the President and Mrs. Harding to see the production, gave a special showing for the British, French and German embassies, tied up every good window at the Capitol and is still hard at it with other stunts to be later reported, which will make this engagement rank as one of the best, if not the best, examples of Paramount exploitation in the history of the department. Hardly a week goes by but that Les hits the bulls-eye in an unusual and most decisive manner. Keep your eye on this lad!

Dan Roche, Chicago, pioneers with the first 24-sheet to be used in a window tie-up in the Windy City. 'Twas on "The Old Homestead' Dan worked it and by utilizing parts of the poster as cut-outs and some stage lighting effects, he gave a big hardware store at Clarke and Adams Streets a display that made 'em all stop and admire. Result—other stores are now asking for this Paramount exploitation aid.

George Smith, Toronto, tied up with the United Cigar Stores of Canada so that every store will display window posters tying up with "The Old Homestead." For "Manslaughter" George has effected "No-Accident Weeks" all over the Dominion.

John McConville, Boston, found a lot of Paramount Week heralds lying around idle so he made exhibitors happy and more prosperous by showing them how they could use them for star identification contests and advertise current attractions. John's salvaging instinct is further exemplified by his using up Paramount Week stationery for inter-office correspondence instead of junking it.

Harry Swift, Cincinnati, broke all house records of the Southern Theatre, Columbus, Ohio, by \$1,200 on "The Old Homestead," and caused hold-over for second week. Among his methods were a most attractively decorated and color-lighted lobby and the usual large quota of Swift individualistic window tie-ups.

#### Paramount

From a rocky-bound Atlantic
To a mild Pacific shore,
From a fair and sunny southland
To an ice-bound Labrador.

'Tis a name of great importance
No matter where you may jaunt,
It's the world's greatest picture
It's called the PARAMOUNT.
—HARRY SWIFT.

### Albany News

### By L. Nachman

Mr. Kempner came back to the office from Saratoga with this story:

Mr. Benton was scheduled to play "MAN-SLAUGHTER" some time during the month and a lady who seems very much interested came and asked him: "When do you play Man's Laughter"?

Mrs. M. B. Murphy, our Chief Accountant, is on her vacation. She is spending it in New York seeing the sights. Here's hoping that she comes home with all the latest news and tells the country folks all about the big city.

Miss Anna Morgan, of the Accessories Department, has been ill for the past week and we have just heard that she is on the road to recovery.

## Indianapolis Inklings

### By Fred Walters

Every once in a while, Mildred Latta, Book-keeper at the Indianapolis Office, gets a chance to show that she has not forgotten various details connected with her rise from the biller's desk. Fact is, Mildred, during her association with the Indianapolis Office, has handled many of the special branches of work in connection with the various departments and now, whenever anyone is out for a day, due to illness or other causes, Mildred jumps in and does their work just as tho she had been doing it every day. Mildred can fit in anywhere in the office with exception of the Contract Department, and under present conditions, she is coming along fine and dandy there. She sure has the right progressive idea and genuine personality. Every member of the Indianapolis office is strong for her.

Jack Rodman, our efficient Booking Manager, is laid up in bed with a severe attack of pneumonia. We all miss Mr. Rodman very much and hope he is back with us soon.

We all want to welcome Miss Lucretia Branch to our family of Paramounteers. She will take up the duties as Mr. Reagan's Private Secretary. We know Miss Branch will like our little family.

Russell Parr, Chief Accountant, has joined the ranks of the Daddies, and Tommy Meighan has nothing on him, as Robert Lowell Parr was born Oct. 16, 1922. Weight, 8 lbs. We haven't seen Robert but we hope he shows up with more hair than his Daddy.

Mr. Harry Ross, our new District Manager, dropped in on us for a brief visit a few days ago.

# Than The Man At The Heart Of This Business

### Dallas Bits

By Myrtle Masonheimer

J. E. Stansfield, our Accessories Manager, has left our midst, to take an important position as Auditor for the White Motor Co. J. H. Elder from the Exchange Dept., has been appointed as his successor. We hated to see Jimmy leave, but are also glad to have Jake back with us again.

We have several new salesmen—L. D. Brown, J. W. Stewart, W. H. Griffin, Ed. Lowery, and they are certainly "knocking 'em cold." L. H. Owen, our handsome Salesman, has been ill with the fever, in the little burg of Alice, Texas. Several of the girls wanted to go down and nurse him, but couldn't seem to get off to do so. He is O. K. now, and is now, as usual, sending home the bacon.

W. E. Paschal, our Exploitation Representative, seems to have gone in the Cattle business, as he has been exploiting "BLOOD AND SAND," and has had a whole herd of plaster bulls made. The Exchange looks as if it might be a stockyard.

We have had several on the sick list, with the Dengue fever that has been "epidemicing" in this part of the country. First, Miss Howell, our File Clerk; then Miss Ann Welsh, our Bookkeeper; Miss Meador and Mrs. Pettitt of the Contract Dept., and Miss Bickham, Biller, and also our Shipping Clerk, Mr. Dye; outside of that, we are all in pretty good health.

## Biggest Accessories Week in History of the Pittsburgh Exchange

The week ended October 28th. Pittsburgh turned in accessories business amounting to \$2,009.45.

Roy Davis says, "You can expect almost anything in the way of increased accessories business from our office as every member of this department and the sales force are putting forth their best efforts to make the Pittsburgh Accessories Department the best of all.'

Credit and appreciation due to Pittsburghers one and all.

## The Booker's Delight-Not an Open Date



Frank Clark, Manager of the Booking Department at our Los Angeles Office is seen in the center. On the right is his first assistant, L. O. Brown and at the left is M. C. Burles, second assistant. With a great deal of pleasure they are looking at one of the pages in their book for Paramount Week where there is not a single open

Winnipeg Whispers

Miss Hetherington, our Accountant, had her tonsils removed a couple of days ago. She is recovering nicely and will be back, we expect, in the office in a day or two. The Winnipeg Paramount Pep Club sent Miss Hetherington a lovely bouquet of chrysanthemums, with wishes for a speedy recovery, and lots of "pep."

Bill More, Salesman for the Winnipeg Exchange, is still after "more" business, and he is certainly getting it, too. The exhibitors can't resist his smile!

G. A. Margetts, our Manager, will be giving up his bachelor quarters in the Y. M. C. A., as he has succeeded in locating a home and expects Mrs. Margetts to arrive here shortly from St. John, their former home.

## Abroad With E. E. Shauer

(See photos on Foreign Page)

E. E. Shauer, Director of our Foreign Department upon his return from Europe, confirmed reports of his business and pleasure trip by giving us the above photos taken from a selection of many that were snapped on his interesting tour. No. 1—E. E. Shauer and Julian Ajuria, our

Spanish Distributor;

No. 2-Mr. Shauer looking over some talent for stardom on a quaint road in Spain;

No. 3-Left to right. E. E. Shauer, Mrs. Osso and Adolphe Osso, Manager of our Parisian offices;

No. 4-Mr. and Mrs. E. E. Shauer on board the Laconia;

No. 5-Messrs. Shauer, left in foreground and Ajuria, third from left, standing amongst friends at Somo Sierra Spain;

No. 6-Mr. and Mrs. John W. Hicks, Jr., aboard the Laconia;

No. 7-E. E. Shauer and J. C. Graham the latter our Managing Director abroad "digging in" and "coming across" to the purser while crossing the English Channel;

No. 8-Messrs. Shauer and Ajuria talking things over with Huckleberry Finn, a rural curiosity in Spain.



## In and Around Paramountown

"Drums of Destiny" has been chosen as the final title for the new Mary Miles Minter picture which was temporarily named "Sacrifice." The new title expresses the atmosphere of this dramatic tale of life in London and the jungles of Africa. Charles Maigne directed the production which was adapted by Will M. Ritchey from the novel by Stephen French Whitman.

A ton of confetti was used to give a novel effect in a ballroom set of Cecil B. De Mille's new production which is still untitled. Immediately, however, Mr. De Mille is to start work upon what will probably be the most startling set of this new story by Jeanie Macpherson. It will be a massive and absolutely true to scale reproduction of the trading pit at the Chicago Board of Trade. Hundreds of excited brokers will be seen in a presentation of the incidents that take place when buying and selling of wheat and other grains assumes its most hectic phases. Milton Sills, as a wealthy Chicago broker, is the central figure of this sequence. Other

featured players in the production include Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon.

"The World's Applause" has been selected as the final title for the new William de Mille picture which was temporarily named "Paths of Glory." This is an original story by Clara Beranger. Lewis Stone and Bebe Daniels play out absorbing dramatic incidents which mark the close of this production. Kathlyn Williams and Harrison Ford are also featured and other players include Wanda Hawley, Brandon Hurst, Clarence Burton, Maym Kelso and James Neill. It is interesting to note that James Neill, now playing an important valet rôle to Lewis Stone in this production, was Mr. Stone's stage director just ten years ago this month, at the old Belasco Theatre, Los Angeles.

Penrhyn Stanlaws is now busy cutting "Singed Wings," his tatest production in which Bebe Daniels and Conrad Nagel are featured.

Three readers are now at work sorting the thousands of entries which are being received in the Cecil B. De Mille contest for a new photoplay idea. This contest ends November 1st. It is under the auspices of the Los Angeles "Times," but entries are being received from all parts of the country. Ideas are limited to 300 words. The first prize is \$1,000; the second, \$100; and the third and fourth \$50 each.

Pola Negri having acquired unto herself a Hollywood house with lawn, flowers, garage,

(Continued on Page 14)

## Star, Scenarist, Author and Director



HERE INDEED IS A UNIQUE REPRESENTATIVE GROUP OF STAR, SCENARIST, AUTHOR AND DIRECTOR.

AT THE LEFT IS JACK HOLT, STAR, WHO OF LATE HAS BEEN APPEARING IN A SERIES OF STORIES BY PETER, B. KYNE. Next to him is A. S. Le Vino, who has adapted Mr. Kyne's stories for the screen.

Sitting on the table with the straw hat is Peter B. Kyne, well-known author, and to his left is Joseph Henabery, Director.

It will be remembered that Messrs. Holt, Henabery and Le Vino have just returned to the West Coast Studio after making the initial scenes for "Making a Man," Jack Holt's latest.

## Fancied Facts For Foolish Film Fans

(As Related by Curly the Cub to Matty Cohen)

#### CHAPTER THREE

#### Her Secret

"I was born in New York, some nineteen years ago. I have been a star for seven years. My parents were very poor. My father was a man with a great future, being a promising inventor. One of his greatest inventions was a sliding scale of prices for Canal Street clothing stores. My mother was also an artist. She was the champion basting puller of the East Side. Leaving the exclusive Hebrew Free School at the tender age of fourteen, I went to work; just to broaden my views on life, of course. Not that my family needed the money, 'tho there were a few bills to pay.

I obtained a position in the exclusive Palais Royale, on Broadway. I was to be the featured singer there. The Palais Royale was then one of those places so prevalent on Broadway now, where one can get tremendous portions of good food for unbelievably small prices. All I had to do was to start singing whenever I saw the waiters serving the food. When the patrons would raise their hands to cover their ears (drowning out the noise of the **orchestra**), the waiters would take the food away.

I didn't realize what an outrage was being perpetrated on the public until the Board of Health complained of the number of deaths from starvation. So, I gave up my position there.

I then got a position at Kidd's restaurant as a tray specialist. After being there for some time I fell under the notice of the famous film exporter, D. W. Proffit, manager of the famous Gosh twins, who immediately became interested in me. He said that I shaped up well, and as a matter of form he figured he could do something for me. He did. After thinking things over carefully he decided that as I was good for nothing else, he would make a movie star of me.

After three years of hard work and conscientious study, the path was cleared for my first picture. The story was an original one by Alfred Trilby Alvoni, entitled "If it happened I saw it." The director was Rex Jonesfather, one of California's native sons, born in Brooklyn. The cameraman was Ima Dubb, who knew less about lights and more about women than any man in the business.

The picture, which was later retitled "The fat of the land—a story of Greece," was received by the public with much gusto and acclaim. Every critic in the country slammed it. My ambitions were realized! I was a success!

Then came my first serious obstacle. I had my initial quarrel with friend Proffit, who by this time had become so endeared to me that I called him Percentage for short.

He wanted me to be-

(Continued in Our Next)

## Welcoming a Prominent Chilean Girl



When Christina Montt, prominent daughter of Chilean aristocracy, arrived in Hollywood recently to enter motion pictures, she was welcomed at our West Coast Studio by Gloria Swanson and Sam Woods.

Miss Montt will make her debut in "My American Wife," Sam Wood's next picture starring Gloria Swanson.

Among her other talents Miss Montt is an experienced character analyst and gives Miss Swanson palm readings between scenes.

## PEP W.M.

## Miss Bessie Lasky Arrives

If smiles were valued at five cents an inch, the broad one being worn at present by Jesse L. Lasky, would be worth about \$200,000.

L. Lasky, would be worth about \$200,000. For Mr. Lasky has been passing out cigars for the past few days at the West Coast Studios. On Wednesday night, October 11th, Mrs. Lasky presented her husband with a fat, healthy baby girl. The new arrival, according to advices received from the attending physician, cried "Camera" as her first spoken word. Mr. Lasky immediately presaged a big future film career for his daughter.

The glad event took place at the Good Samaritan Hospital in Los Angeles and both mother and daughter are doing splendidly. The new Miss Lasky probably will be named Bessie, after her mother. She is the third child in the Lasky family, the other two being Jesse, Jr., aged 12, and William Raymond, aged 2.

Proper billing:

MRS. JESSE L. LASKY
Presents
JESSE L. LASKY
with a
"Seven Pound Baby"
starring
MISS BESSIE LASKY

# On Location with "The Covered Wagon"

Special to PEP from Adam Hull Shirk, Who is on Location With Jim Cruze and His Huge Company

Camp Cruze, Utah, near Baker, Nev., Oct. 17th.—Well, here we are after a strenuous week on Antelope Island in the Great Salt Lake where James Cruze started his mighty production, "The Covered Wagon," with the buffalo hunt scenes. There experiences that will never be forgotten befell us all. Let me recount a little personal experience. I was riding a horse toward location, eight miles from where the camp had been made in a disused cowshed built by Brigham Young's associates many years ago. I was several hundred feet in advance of the others when quite suddenly two large and untamed buffalo walked into the picture. I pondered. Could the horse run fast enough to escape? Would the bison attack? What would happen? I had no gun. So I stopped and waited. The bull buffalo put his shaggy muzzle to the ground and his tail arched—the sign of danger. Then he glanced aside and saw the cow buffalo making for the hills. So he lost interest in me and followed. Imagine that—in the present day and age!

Well, they got some marvelous shots from a buffalo-proof bulkhead of the herd in full stampede, of other stunts in which Tully Marshall as Jim Bridger, J. Warren Kerrigan as

Will Banion, Ernest Torrence as Jackson and Alan Hale as Woodhull, took part. Karl Brown, the cameraman, almost got his when the camera wagon was attacked while a close-up trailer shot was being made, by a vicious buffalo. Karl fell from the wagon and Ed Jones, a dead shot, killed the animal just in time to save the cameraman. There were several narrow escapes and then Mr. Cruze brought his people to Milford, Utah, en route for the Meek Ranch where camp had been established under the direction of the studio technical experts, eighty-five miles into the wilderness.

Here a city had sprung up of three thousand population. Here the flag was raised with appropriate ceremonies while hundreds of Indians in full regalia and great throngs of settlers, cheered and cheered. Lois Wilson, J. Warren Kerrigan, Tully Marshall, Alan Hale, Charles Ogle, John Ethel Wales and others of the company officiated at the flag raising and dedication of "Camp Cruze."

It would require a book to tell you all about this camp. There are some five hundred tents. There is a main boulevard called Boulevard Zeke, which to the Cruze unit signifies "okey." There are several side streets. A big mess tent, a wonderful kitchen, a commissary, business office, prop, costume, construction and other departments are housed in tents and just outside the camp is the Indian village where Arapahoes, Bannocks, Crows, Shoshones and Navajos dwell—the latter separate from the others, as there is no love lost between them.

Major T. J. McCoy and Ed Farlowe brought up the redskins from Wyoming, etc., while Jim East came with the Navajos.

At night there are dances. At a squaw dance, Kerrigan, Miss Wilson, Hale and others danced—and even your humble servant. But afterward the squaw who had asked me to dance also asked for a dollar—which I foolishly paid, learning afterward that she expected only about a quarter.

This by the light of lanterns and the callow moon. Some sight, I can assure you. The redskins in their finest, tom toms giving their monotonous music, Indian voices uplifted in strange chants and the figures circling, dipping,

(Continued on page 15)

## It Can't Be Done



Leatrice Joy is here comparing her own slipper with that of a tiny Chinese slipper, dispensing with all certainty of getting it on her foot.

This little tiny slipper is two and a half inches long and belonged to a Chinese Princess and Oriental beauty who found it easy to slip her bound foot into it.

Leatrice Joy

## In and Around Paramountown

(Continued from Page 12)

a cook with a European touch and all other necessary appurtenances, has plunged into early scenes of "Bella Donna." Scenes are now being made in the Savoy Hotel and in the office of Dr. Isaacson, an important character of the story. Scenes to follow will show life aboard a luxuriant house-boat floating down the Nile—the river of one thousand romances.

The gorgeous "Battle of Flowers," the famous yearly festival of the Argentine Republic, is being reproduced by Director Sam Wood for "My American Wife," the new Gloria Swanson picture. Tons of flowers were used for the gay scene and over a thousand fashionably attired people took part in the sequence. "My American Wife" teems with the romance and picturesque beauty of Buenos Aires and the Republic of the Argentine. Previous scenes were taken in the Argentine Hall of Congress and the Palace of the President of the Argentine Republic where Miss Swanson is seen in gorgeous new fashion creations at an official state ball.

## Alan Dwan to Produce "The Glimpses of the Moon"

The Production Dept. is now completing its preparations for the production of "The Glimpses of the Moon," the sensationally successful novel by Edith Wharton, which is rated among the three best sellers of current fiction. Alan Dwan will direct and Bebe Daniels will

play the leading feminine rôle. Mr. Dwan has been in New York for some time formulating his plans for the picture which we expect will be one of the biggest of the coming year. Edfrid Bingham has been at work on the scenario for many weeks and has just about completed his task. Nita Naldi has already been chosen for one of the leading rôles and with the arrival of Miss Daniels from the Coast this week an announcement of the complete cast may be expected.

Miss Daniels will have the rôle of Susy

Branch, the social parasite, who contracts a marriage with Nick Lansing under an agreement that a divorce may follow in case either party decides he may better himself socially or financially elsewhere. Incidentally, this will be Miss Daniels' first visit to New York. She recently completed "Singed Wings" under the direction of Penrhyn Stanlaws at our

West Coast Studio.

According to advance reports from Chicago and elsewhere, Alan Dwan is destined within the next few weeks to be unanimously accorded a place close to the top of his profession by reason of his masterly direction of "Douglas Fairbanks in Robin Hood." In his forthcoming production of "The Glimpses of the Moon" for us he is renewing an old association with Famous Players-Lasky after a period of several years' connection with other companies. In 1918 he directed Douglas Fairbanks in four Arteraft features, and in the earlier days of Paramount he directed "Wildflower," starring Marguerite Clark and William H. Crane in "David Harum."

## Agnes Ayres a Speed Demon

"Racing Hearts" has been chosen as the title of the new Agnes Ayres picture which has just gone into production under the direction of Paul Powell. This story is an original by Byron Morgan, who is well known for his unusual success as a writer of fiction which has automobile racing as a background. Miss Ayres is seen in the production at the wheel driving a racing car at a rate of one hundred miles an hour. She has been practicing for this production on the Los Angeles Speedway during the past two weeks, using a genuine racing car which has been a victor in several big contests. When the big racing scenes of the production are staged Miss Ayres will be supported by a half dozen of the greatest automobile drivers in America, men who have won fame at races at Indianapolis and other speedways throughout the country. The scenario is by Will M. Ritchey. The cast of this picture includes Richard Dix in the male lead, Theodore Roberts, Robert Cain, J. Farrel Mc-Donald and Warren Rogers.

## Atmosphere



Betty Compson, star, is not posing by any means with just a violin in this photo, for her talents in this line were marked before her entry into screendom.

She is here providing a violin obligato while George Fitzmaurice explains to Bert Lytell a most trying scene in "Kick In" featuring Betty Compson, Bert Lytell and May McAvoy.

## Holt for "Nobody's Money"

Jack Holt has already started work on "Nobody's Money," with Wallace Worsley at the megaphone.

This story by William Le Baron was adapted by Beulah Marie Dix and enjoyed a healthy stage career with Wallace Eddinger in the leading rôle.

## On Location

Dorothy Dalton and company have been filming scenes for "Black Fury," her forth-coming picture, the last few days at the Edgar Luckenbach estate at Sands Point, L. I. The scenes for the picture represented a fashionable garden party.

## With "Covered Wagon"

(Continued from preceding page)

stamping, the belled costumes jingling a merry tune—but weird at that. And circling all the ring of cowboys, settlers, studio folk, etc.

And the covered wagons-hundreds of them -what a picture! Across the lake which will be a river, Westport Landing-now Kansas City-basking in the heat and a barge coming slowly across. In the midst of the wagons, which are making up the great train of '48, activity constantly. The old days over again.

There'll be prairie fires, fording of rivers, stampedes of cattle, Indian fights, everything exactly as it used to be, for James Cruze insists that this shall be no common "western picture" but a great cpic drama of the making of the West-and he's the man to do it. "The Old Homestead" proves that. More later.

Yours for Paramount and "The Covered Wagon," ADAM HULL SHIRK.

# Let Conscience Be Your Time Slip

## Ins And Outs At Milwaukee



We are giving you above a look-in at our Milwaukee Exchange, photos of which were taken a few weeks ago.

The identification of these photos are as follows: No. 1—Milwaukee Exchange—A. N. Schmitz and Milt Hirsch, Manager of the new Peoria Exchange are seen in the doorway.

No. 2—Reading from left to right—R. C. Gary, Exploitation Representative, G. A. Durlam, Branch Manager and Herb Given, discussing the publicity and exploitation possibilities of "Manslaughter."

No. 3—Exhibitors in the Milwaukee Theatrette looking at "Blood and Sand."

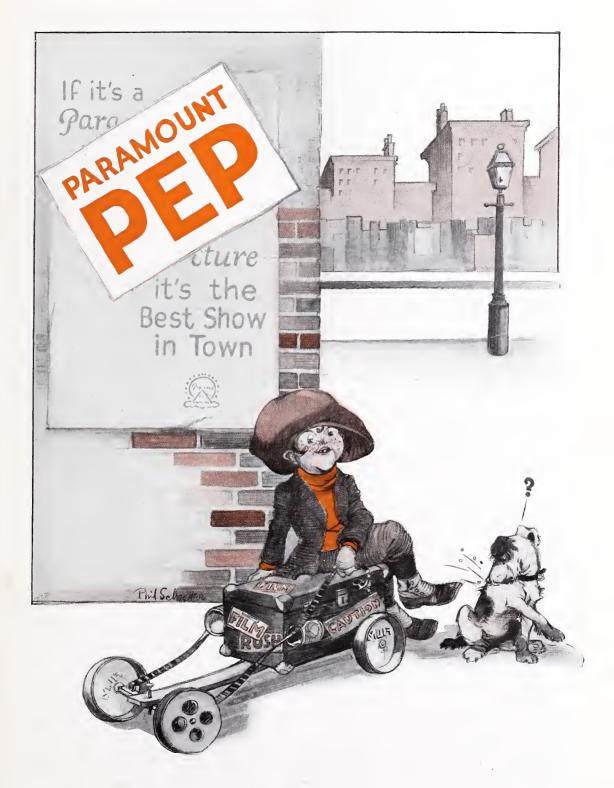
No. 4—Left to right—A. N. Schmitz (Accessories Manager and Bert Streeck.

No. 5—Reading from left to right—Joseph Imhof, Asst. Shipper and Charles Pyle, Chief Shipper.
No. 6—Gladys Schemann, Lillian Schreiber and

No. 6—Gladys Schoemann, Lillian Schreiber and Lillian Knaus—A few of our good looking Inspectors.

No. 7—From left to right—Miss Sadie Altenbach, Marie Lucking of the Inspection Department.





"Hurray!—Me Ole Man Sells Paramount Pitchers"

## Greatest of All Conventions

Fall Gathering of Executives, District and Branch Managers Promises to Eclipse All Others in Motion Picture History

On November 16th, Executives, District and Branch Managers from the Home Office and Eastern offices will depart by special car for the West Coast, picking up the balance of those going en route.

The Paramount Special will leave Grand Central on the late afternoon of Thursday, November 16th, with Mr. Zukor, Mr. Lasky, Mr. Kent and other Home Office Executives, together with Eastern District and Branch Managers, bound for what promises to be the greatest of

all conventions ever conducted by our organization.

The train will stop at Albany and Buffalo to pick up Messrs. Kempner and Moritz and at Chicago will take on several more of our staff and a few more at Kansas City. The majority of the big reception and convention plans are secret, but we have been told that the West Coast staff are going to make it a most enthusiastic affair.

For one thing, a big parade will be held on the arrival of the Paramount delegation at Los

Angeles.

The Santa Fe has prepared for a special out of Chicago. A private car will carry the eastern party of New York, but at Chicago when the balance joins in, it will be a special with probably two or three sleepers and a diner.

#### INVITATION FROM MAYOR AND OTHER OFFICIALS

Mayor Crier of Los Angeles has sent the fol-

lowing invitation to Mr. Zukor:

"It is with considerable interest that I have learned that an invitation is to be extended to you to hold the Annual Convention of the Department of Distribution of Paramount pictures in Los Angeles in the near future.

"As the chief executive of the City of Los Angeles, I want to urge upon you and your asso-

ciates the acceptance of this invitation.

"Los Angeles is proud of the wonderful development of the motion picture industry on the Pacific Coast, and enjoys the distinction of being the motion picture capital of the world.

"I assure you that it affords us pleasure to extend to you and your associates the freedom of the city and the hospitality that has made our city famous. Trusting to have the pleasure of meeting you personally and welcoming your convention to our city, I remain, etc., etc.

Formal invitations were also received by Mr. Zukor from Frank Wiggins of the Los Angeles Chamber of Commerce and George L. Eastman, President of the Hollywood Chamber of Com-

First hand news of the progress of the West Coast Convention will be given out in PEPso keep your peepers open and learn what the

boys are doing.

boys are doing.

Those who will leave from New York are: Messrs. Adolph Zukor, Jesse L. Lasky, S. R. Kent, E. E. Shauer, G. E. Akers, H. G. Ballance, P. A. Bloch, A. M. Botsford, P. N. Brinch, H. H. Buxbaum, J. D. Clark, H. B. Franklin, G. B. J. Frawley, Harry Hunter, J. H. McIntyre, C. E. McCarthy, J. D. Powers, H. Salsbury, Claud Saunders, W. R. Scates, G. J. Schaefer, M. A. Shauer, W. C. Smith, G. M. Spidell, E. W. Sweigert, G. W. Weeks, O. A. Morgan, George Meeker, Marcus Loew, A. O. Dillenbeck, Hugo Reisenfeld. Dillenbeck, Hugo Reisenfeld.

Those who will join the crew at Chicago are: Otto Bolle, G. A. Durlam, H. E. Elder, J. E. Fontaine, H. W. Given, Milton M. Hirsch, M. C. Hughes, A. B. Leak, Chas. Reagan, Philip Reisman, H. A. Ross, Frederick Strief, C. C.

(Continued on page 5)

## Telegram. Folks!

S R KENT

KICK IN IS BANG UP MELODRAMA — TENSE CROOK STORY WITH FLASHES OF JAZZ — FULL OF CROOKS GUNPLAY PATHOS AND SUSPENSE CABARET LIFE IN NEW YORK WITH SOMETHING GO-ING ON EVERY MINUTE — NOTHING HIGHBROW NOR ARTISTIC — JUST A RATTLING GOOD SHOW THAT WILL TICKLE ABOUT FIFTY MILLION MOV-ING PICTURE FANS IN THE UNITED STATES AND MAKE THEM GO OUT SAY-ING THAT IT IS AS GOOD OR BETTER THAN ON WITH THE DANCE - ITS SURE FIRE BOX STUFF ALL THE WAY RE-GARDS

JEROME BEATTY

## Important

Will the Exchange that forwarded Inter-Branch Shipping Memorandum No. 765, for eight stills on "Burning Sands" and one Slide on "Cowboy and The Lady," shipped to the Jefferson Theatre, Fort Wayne, Ind., kindly get in touch with Mr. Frawley immediately.



## All Records Broken

All records for the exhibition of Paramount Pictures in Stockholm, Sweden, were broken during the week of October 22nd, when fourteen recent Paramount pictures were on exhibition in the leading theatres of the city. This record was established through the aggressive campaign conducted by Carl York and Walter Le Mat, who began their first year as exclusive Paramount distributors in the Scandinavian countries at the beginning of the present season. The cable carrying this announcement, received by E. E. Shauer, director of our Foreign Department, also carried the news that "The Shiek" was in the third week of its sensational run at the Rialto and Sibyllan theatres, where all previous box office records have been smashed, both for duration of run and receipts.

## Cable Received

Cable reports received by E. E. Shauer, Director of the Foreign Department, from Tom D. Cochrane, General Manager of our offices in Japan, report the signing of contracts for first runs in a leading theatre in each of the five largest cities—Tokyo, Osaka, Kyoto, Kobe and Yokohama. Under these arrangements some of the recent Paramount successes, such as "Blood and Sand," "Saturday Night," "The Valley of Silent Men," "Her Gilded Cage," and others, will be shown shortly in these first run houses.

#### MR. PEP SAYS:

He was a wise man who said he hadn't time to worry. In the daytime he was too busy, and at night he was too sleepy.

## Direct Selling Orders

(By "Jim")

Do you realize the necessity of giving your salesman a direct object to attain?

Have you ever heard of artillery firing without some object to fire upon?

During the recent World Series, when an important play was at hand, weren't the players given direct orders from either McGraw or Huggins?

When our salesmen go into their territory they are given a direct route. On each report they are told what pictures an exhibitor has to play on old contracts, what prices he has paid in the past, what to sell him in the future.

At the present time, our salesmen go out and talk accessories along general lines. No doubt it helps a great deal.

In the future we must learn in some way to connect our accessories with these reports and give him direct sales to make.

For instance-

The salesman leaves to go to Waterville, N. Y., and his report tells him to sell Group 5.

The exhibitor buys the first thirty features. Yes, he will order his regular advertising without fail and the salesman is confident he has done his bit.

and the salesman is confident he has done his bit.

Has he forgotten that heralds were made on
BRIDES PLAY, GREAT IMPERSONATION,
etc.? This would be a sale that would count.

Do you get your share?

Give direct selling orders and direct results will follow.

## Talking It Over



Between seasons of the convention of our British Managers, PEP'S cameraman snapped the above group just outside of our offices in London.

In the center is Montague Goldman, Manager of Distribution. Standing left to right on either side of him are: J. Hamson, P. Harrison, A. Cöllins, J. G. Bell, B. Simmons, S. Harrison, A. Nisbet and J. Corper.

## Charge It Up to Good Nature

By Robert R. Updegraff

When you encounter a person who treats you rudely—

Or when the boss is a bit sharp or unreasonable with you on one of his worried days—

Or when some fellow worker plays a mean trick on you—

It's a good plan, instead of going back at him or her in a way that robs you of your self-respect, just to grin inwardly and charge it up to Good Nature.

Good Nature begets smiles, and smiles beget friends, and friends are better than a fortune.

It was only the other day that a well-known millionaire declared that he would cheerfully give a million dollars cash for Charles Schwab's quick, good-natured smile. Yet he might have had it for nothing had he but schooled himself, as Schwab has, just to smile when he encounters rough spots and rude people and charge it up to Good Nature.

One smile under trying circumstances opens a Good Nature Account, and, if you will only believe it, is worth almost as much as a dollar deposited in the savings bank! For—and repeat this to yourself whenever you begin to slip—

Good Nature begets smiles, and smiles beget friends, and friends are better than a fortune.

TO Q J J J



"BUT ABOVE ALL THINGS. TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
11s Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

NOVEMBER 6, 1922

No. 18

## The Knocker's Praver

Oh, Lord, please don't let the neighborhood of Hamilton grow. I've been here thirty years, and during that time I've fought every public improvement. I've knocked everything and everybody: NO firm or individual has established a business here without my doing all I could to put them out of business. I've lied about them, and would have stolen from them if I had the courage. I have done all I could to keep this section from growing, and never have spoken a good word for it. I've knocked and knocked hard and often. I've put ashes on the children's slide and I've made the police stop the boys playing ball on my vacant lot. Whenever I saw ANYONE prospering or enjoying themselves, I've started a reform to kill the business or spoil fun. I don't want the young folks to stay in this section and I will do all I can by law, rule, and ordinance, to drive them away, and I always advised the PEOPLE of THIS vicinity to buy their goods in Cincinnati, although I knew they could buy them cheaper at home. It pains me, O Lord, to see that in spite of my knocking it is beginning to GROW. Some day I fear I will be called upon to put down sidewalks in front of my property and WHO knows but what I may have to help keep up the streets that run by my premises? This, Lord, would be more than I could bear. It would cost me money, though all I have was made right here in this NEIGHBORHOOD. Then, too, more people might come if the section begins to grow, which would cause me to lose some of my pull. I ask, therefore, to keep this Neighborhood at a standstill. THAT I may continue to be THE chief "CALAMITY HOWLER."

O, Lord, PLEASE KEEP PEOPLE AWAY FROM THE PALACE THEATER, THE HOME OF PARAMOUNT PICTURES, the Theater that drives away all sorrow and makes everyone happy; the theater that gives three shows daily for Thirty cents (30c.) for which they ought to charge a dollar. STOP THIS, O LORD, and grant my prayer! AMEN.

C'MON, BOYS-

MORE PEP

### I Believe

I believe in the stuff I am handing out, in the firm I am working for, and in my ability to get results.

I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my

job.

I believe that a man gets what he honestly goes after, that one deed done today is worth two deeds tomorrow, and that no man is "down and out" until he has lost faith in himself.

I believe in today and the work I am doing: in tomorrow and the work I hope to do, and in

the sure reward that the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and in honest competition.

I believe there is something doing, some-

where, for every man ready to do it. I believe I'm ready-right now.

-ELBERT HUBBARD.

## How the Ticker Behaved

Kenneth Robinson, salesman out of the Boston Office, recently called on an exhibitor in a small town in Mass. At the theatre they informed Robinson that the exhibitor was down at the corner looking over the stocks in the ticker office.

Robinson immediately found his man standing alongside the tape, they talked awhile and just as the exhibitor signed the contract, he picked up the tape and the next stock quotation to register was Famous-Players Lasky and it went up one point at that very moment.

"I tell you you can never go wrong," said obinson, "when signing a Famous-Players Robinson,

contract.

It is needless to say the exhibitor agreed.

## Andy Moves

Andy Jackanic is at Detroit temporarily taking charge of the Accessories Department there, pending appointment of a new manager to replace Bill Phillips, who resigned last week.

## Her Batting Average High



If you think this is Babe Ruth's sister you are wrong again. It is none other than Miss Gertrude Hemmwho smilingly takes orders in our Chicago Exchange Accessories Department.

She bats 310 on the diamond but when it comes to selling ac-1.000.

Miss G. Hemmrich

# Ten Important Things Salesmen Should Know

By F. H. Marshall-Calgary Branch Manager

1. It is good to keep the muscles in trim by using them, likewise the brain. Much leg work and little head work seldom add to a salesman's salary.

2. Stop worrying. Look out for your company's interests, listen to the advice of your superiors and you will get along all right in the film zone.

3. When you have taken a contract, the films have been shipped, received and paid for,

the exhibitor is satisfied and wants more, then you have made a sale.

4. There is just as much difference between a solicitor and a salesman as there is between

a fiddler and a violinist.

5. Since the contract tells all the exhibitor is to get, there is nothing left to be promised.
6. One of the first yelps that comes from the failure on his way out is "They wouldn't give me a show." Nobody gave Barnum a show, but he had the biggest on earth.
7. If a letter or the telephone would bring in a signed contract he would not be on the

payroll as salesman. 8. A salesman that has the interests of his company at heart does not have to carry a

rabbit's foot for luck.

9. Arguments don't get signed contracts. If you know your business well enough to ex-

plain it, there can be no room for arguments.

10. Plan ahead, know what you are going to do tomorrow, today and then do it. Talk Paramount Pictures, dream Paramount Pictures. Believe that "When it's a Paramount Picture, it's the best show in town." Know what you are talking about and talk what you know about and then you can't lose.

## Kansas City Squibs

## By Billie Mistelle

The personnel of the Kansas City Office, as well as the many friends acquired by Mr. Howard Price Kingsmore, while acting in the capacity of Exploitation Representative in this office, are glad to learn of his appointment as Manager of the Strand Theatre, Pawtucket, R. I., and wish him well. Mr. Kingsmore possesses all of the qualifications that entitle him to this splendid recognition on the part of the Exploitation Department of the Home

It is indeed a pleasure to have the opportunity of welcoming Mr. John Friedl, our new Exploitation Representative, who comes to us from Des Moines to take over the activities of exploiteer made vacant by the transfer of Mr.

We also wish to introduce to the readers of PEP, our new Assistant Booker, Mr. Joe Manfre, who is always seen, but seldom heard. Mr. Manfre was formerly with Fox at Salt Lake City.

## The Stork Announces

A daughter, Jane Constance Loew, was born a week ago Thursday night at the Knickerbocker Hospital, New York, to Mr. and Mrs. Arthur M. Loew. Mrs. Loew is the daughter of Adolph Zukor, and Mr. Loew is the son of Marcus Loew. head of Loew, Inc., and Metro Pictures Corpora-

## Montreal Mutterings

By R. E. Rigler

Mr. Akers, our G. M., who was here last week, captivated our Mr. Dowbiggin to invade the Ontario territory. Good luck to you, Tommy. You should do wonders, seeing all the Montreal Pep that was packed in your grip.

Our bowling team are surely making an impression. Trimming their opponents so nicely, that the latter want to withdraw. Keep up the good work, boys, as we're still making room for additional trophies.

Among the week-end visitors to our city were Messrs. Landau, Orowitz and Sutton, of the Philadelphia Exchange. What kind of introduction did our genial Mr. Weeks send along? How do you like their spats?

Who frightened the snow away? 'Tis Spring

## Greatest of Conventions

(Continued from page 2)

Wallace and H. W. Dodge.

Those who will join the crew at Kansas City Those who will join the crew at Kansas City are: Messrs. B. Bloctky, F. F. Creswell, D. Prince, R. C. LiBeau, R. J. McMannus, A. E. Nicolls, Frank Newman, R. D. Thomson.

The West Coast Delegation will go direct to Los Angeles. Reservations have been made

at the Ambassador Hotel in Los Angeles for the entire delegation numbering in the total 63.

The party will arrive at Los Angeles, Monday, November 20th, at 2:35 P. M.

# PEPS ACCES SORIES BIN FEATURES 10-527 INDEX 10-527 INDEX 10-530 10-547 INDEX 10-547 INDE

# My Experience With Insert Cards

By M. Gluck-N. Y. Accessories Mgr.



M. Gluck

For quite a while after these cards were first introduced, it looked to me as though there was not going to be much of a field for them, especially because they were not any too attractive in those days; since they were not made in colors and exhibitors were very reluctant in giving up "two bits" a piece for them.

As time went on, these cards were made in pretty colors and became more and more attractive with each release and soon their sale increased rapidly. Of course, in order to gain a wider field for these inserts, we've got to urge the exhibitor to buy our gilt frames and place them and the cards in the neighborhood store windows, because the locations in the theatre lobbies are naturally limited.

The main objections that I used to get against the frames and insert cards were: first that the frames were too large and that it was difficult to obtain locations for them in store windows. About two weeks ago I

tried to sell our Rialto Theatre the idea of using these frames and insert cards in store windows, and Mr. Flynn said that he would buy as many as I could place, so I took him up, and one evening I secured fifteen choice locations for him. And ever since then I have been convinced that if I could place these frames in stores along Broadway and other locations where traffic is heavy, no exhibitor should have any difficulty placing them in any locality.

Another argument against the insert cards that used to be offered once in a while (but which I seldom hear now) was, that with one exception, we are the only company making them, and that if they placed several frames in store windows, what could they do for the days they were not playing Paramount Pictures? Well, this, too, sounded like a plausible argument, and so whenever I am confronted with it, I suggest that the reverse side of the insert card can be used to good advantage by cutting out two 8 x 10 spaces in which are placed two stills advertising a coming Paramount picture. However, I do not place any too much stress on this scheme, as it would tend to discourage the use of insert cards. I just mention it hastily and change the subject diplomatically so that the idea won't get a chance "to sink in."

chance "to sink in."

Ever since the improvement was made on the frames, namely: the placing of the moulding on the back to hold the cardboard in place, the sale of frames in this territory has increased wonderfully.

We used to sell an average of about 4 frames and 100 insert cards weekly. In the past four weeks we have sold 200 gilt frames and 736 insert cards. I am just starting after these two items in real earnest, and all I've got to say in closing, is "just watch my smoke."

## My Experience With Gilt Frames

By M. Rehfeld



M. Rehfeld

The gilt frames are no doubt the best accessory that we have, and the more frames that we sell increases the sale of the insert cards.

These frames are very attractive and stand up as an ornament at any time. Locations can be found in every store window, hotel, bank and even the postoffice in every town.

postoffice in every town. I showed this frame to one of our exhibitors in Omaha and he was so enthused over it that he immediately gave me an order for seventy-five, and since then have sold him fifty more. He has installed them in every prominent place possible.

Any wide-awake exhibitor is aware of the fact that good advertising such as these gilt frames is the foundation of his business.

Up to date the Omaha Exchange has sold over six hundred of these frames.

## Plain Facts From Maine

Fred Stone, Maine Accessories Manager, sent in a letter of which he did not expect to see any part in print. But this letter was straight from the heart. We think that there is a lesson for all of us in the following:

"I try not to let a single booking get by without inspecting it personally to see if there is a possible means of making a sale of some specialty items or of increasing a regular paper order, or of discouraging the same old cut and dried standing order system. The exhibitor's standing order has been nothing short of a menace in the Maine territory, but by consistent pestering and drumming I have in many instances

succeeded in persuading my customers to VARY THEIR ADVERTISING. Some are ready to

thank me now for my suggestions.

"Paramount accessories certainly do sell themselves. The exhibitors who have come in to look us over have bought items which they never dreamed of using before. I keep my office walls in the whole place well dressed with our attractive goods which practically assures me of a good sale.

"For those who do not come in to the office very often I consider it one of my best bets to drop them a line and ask them to visit us and look over our wonderful line of accessories.

"I now look forward eagerly to the arrival of new material because our product is so wonderful. Then I display it to our whole force here and let the accessories sell themselves to them. Mr. MacIntyre, Branch Manager, is as enthused as I am over the calibre of our accessories and this gets results. When an exhibitor sees a Branch Manager pushing accessories sales, he believes that accessories, after all, are quite important."

We call this faith in Paramount accessories! And incidentally this faith is making good, for it broke the herald record at Maine last week with 19,250, followed it up this week with 15,500, also 29 twenty-four sheets last week and 25 this week, 9 gilt frames, 133 inserts, 1.750 Fanfotos and 59 twenty-two by twentyeights. Maine is a small territory. It isn't the total amount of material sold that counts. It's the advertising efficiency.

## Chicago's Herald Week

For week ended October 28th, Chicago put on a Drive for the sale of heralds. As a result they sold 445,000.

Besides this, they sold 1,027 window cards, and 656 inserts for the week. Total net sales were

over \$3,000.

Exhibitors were canvassed in every way known to the industry and solicited to invest in heralds. J. J. Hess, Accessories Manager and everyone in the Exchange contributed to make this a great success.

## New Way to Use Heralds

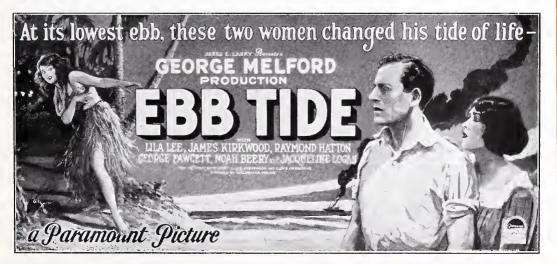
Rick Ricketson, Exploiteer at Denver, in connection with the use of heralds on BURNING SANDS for the Orpheum Theatre, Scottsbluff, Nebraska, worked out a scheme with the exhibitor to make a postal card out of a herald.

Holding the herald horizontally, the exhibitor's imprint was placed in the upper left hand corner of the back page leaving room enough for an address to be written in the remainder of the blank space and a stamp to be placed in the upper right hand corner. A small clip held together the open ends of the herald. The exhibitor sent the herald successfully thru the mails to Mr. Ricketson, so evidently this scheme meets postal regulations.

## Society Note

The Cleveland Exchange was the first one to submit its accessories inventory.

## A CORKING TWENTY-FOUR-SHEET ON "EBB TIDE"



# In the Foreign Field

## Two Publicity Men



When Albert Deane from Australia visited London recently on his trip around the globe, he stopped in and had a chat with Frederick Martin, Director of our Publicity in Great Britain.

Albert Dean is on the left standing and Mr. Martin is scated

## From Sunny Spain



Mr. Jose Vidal

Folks we want you to meet Mr. Jose Vidal, Chief of the Contability Department in Barcelona, Spain. In other words, he is the Chief Accountant of our offices in Barcelona.

We have a lively family there. They are enthusiastic readers of PEP and especially curious regarding the activities in our domestic field.

## Cable from Australia

E E SHAUER FAMFILM NEW YORK

MANAGERS SALESMEN AUSTRALASIA CONVENTION JUST COMPLETED — FULLY REALIZE CONTENTS YOUR CABLE AND GIVE OUR ASSURANCE YOU WILL NOT BE DISAPPOINTED OUR RESULTS NINETEEN TWENTY-THREE — INFORMATION RECEIVED COMING PRODUCTIONS WONDERFUL — EVERYONE OF US GIVE YOU AUSSIES DINKUM SUPPORT REGARDS

HICKS

# A Reunion of Our French-Belgian Organization



The above photo was taken recently on the ground of Adolphe Osso's home just outside of Paris.

The celebration marked the reunion of the executives and their families of our French-Belgian organization.

The guest of honor was Mr. John C. Graham, Managing Director of our organization abroad and the host and hostess were Mr. and Mrs. Adolphe Osso. Mr. Osso is Manager of our offices in Paris.

Mr. Graham can be seen in the right foreground of the picture; seated on his right in the foreground is Mrs. Osso in a black coat. Mr. Osso is seated to the right of his wife just in front of the little girl.



WILLIAM de MILLE ARRIVES FROM THE WEST COAST . . . WILL BE HERE ABOUT A MONTH . . . TOM MEIGHAN, AL GREEN, LILA LEE AND COMPANY WERE IN PITTS-BURGH LAST WEEK MAKING AN OIL WELL SCENE FOR "BACK HOME AND BROKE" . . . WHEN GEORGE MELFORD'S "JAVA HEAD" COMPANY HIT SALEM, MASS., IT BROUGHT PROSPERITY BOOM TO THE WHOLE TOWN . . . HARRY BALLANCE MADE A HASTY TRIP TO BUFFALO LAST WEEK . . MESSRS. EUGENE ZUKOR,

HARRY WYLIE, G. B. J. FRAWLEY, AND YE EDITOR VISITED UNITED STATES NAVY YARD FILM EXCHANGE AND OF-FICES LAST WEEK . . . SEE STORY ON THIS LATER . . . MESSRS. SUTTON, LANDOW AND OROWITZ OF THE PHILA-DELPHIA OFFICE, MOTORED TO MONTREAL LAST WEEK . . . SUTTON AND LANDOW VISITED THE STUDIO . . . A. H. NICHOLL HAS BEEN APPOINTED ACCESSORIES MANAGER FOR CANADA . . . X . . . Y . . . Z . . . BOOTH TARKINGTON NOW WRITING AN ORIGINAL FOR TOM MEIGHAN . . . TOM ALSO TO DO REX BEACH'S "THE NE'ER DO WELL" . . . CECIL B. DE MILLE ELECTED VICE-PRESIDENT OF THE NEW HOLLYWOOD BANK . . . H . . . S . . . G . . . JESSE LASKY EXCEEDINGLY OPTIMISTIC ON FUTURE PRODUCTIONS . . . THIRTEEN COMPANIES NOW BUSY AT THE WEST COAST STUDIO . . . "ADAM'S RIB" IS TITLE CHOSEN FOR CECIL B. DE MILLE'S NEW PRODUCTION NOW IN THE MAKING . . . LAST HOME OFFICE MATINEE DANCE CELEBRATING HAL-LOWE'EN THE BEST EVER-MEMBERS OF THE CLUB TURNED OUT 100% AND ENJOYED A LIVELY AFTERNOON . . THANKS TO E. C. NORRINGTON, CHAIRMAN OF ENTER-TAINMENT COMMITTEE . . . S. R. KENT ATTENDED OPEN-ING OF KEITH THEATER IN CLEVELAND THIS WEEK. . . .

# What Good Is A Man's Punch-

## Exploits Here and There

By Bam

Every one of the Exploiteers have now put over at least one big "Manslaughter" Campaign a la Les Whelan, except three, and these boys will be heard from shortly. Some have engineered as many as a half dozen campaigns already, all tieing up with civic officials, automobile clubs, etc. One of the biggest, most effective and talked-of, was that in Cleveland, engineered by Spencer Sladdin. The manner in which "Manslaughter" has been exploited represents the high water mark of the department as far as any single picture is concerned and holds the record for the exploitation of any picture in the history of the industry. Chief Saunders and his gang stand as the leaders in American press agentry and exploitation.

George Smith, Toronto, is all ready for a trip to key cities throughout Canada. The work of the Toronto Exploiteer is considerably national in scope as to a large extent he must handle the Paramount national advertising for the Dominion, and big pictures like "Manslaughter" he must put over nationally.

John Kennebeck, the new Des Moines Exploiteer, came from the staff of the "Omaha Bee." Just before leaving the paper he arranged a tremendous welcome and entertainment for Theodore Roberts who was appearing at the Orpheum vaudeville house. Receptions were given by the Rotarians, Kiwanians, Chamber of Commerce, Lions' Club, City Council, Film Board of Trade, Business and Professional Women's Association and Ad-Sell League. Mr. Roberts said he enjoyed a "rapid" reception.

A-Mike Vogel, transferred from St. Louis to Pittsburgh, made the trip in his gaily Paramount decorated Ford, calling on exhibitors in every town en route. With much formality and ballyhoo, he took a message of official greeting from the Mayor of St. Louis to the Mayor of Pittsburgh and also carried letters to the Chamber of Commerce, Rotary Club, etc. Of course all the newspapers told all about it. How's that for turning a transfer into Paramount exploitation?

John Friedl, just transferred from Des Moines to Kansas City, went to Excelsior Springs, Mo., to exploit Paramount Pictures at an exhibitors' convention. Besides bannering the hotel and principal street, he secured a first page newspaper story captioned "Pledge Fulfilled," the trend of which was that the famous 41 were the sole topic of conversation at the convention and that Paramount had lived up to every promise made the public through the show shops. Four hundred extra circulation was given this issue and a copy was given each exhibitor attending the convention.

## A True Blue Violet



If you call the Paramount Exchange in Detroit, a sweet voice at the other end of the wire that says Famous players, is none other than that of Violet Dodd, in the photo above.

This photo was taken while on her vacation just before her dip in the Great Lakes.

Miss Dodd aside from being efficient at the switchboard holds quite a reputation as a swimmer

Violet Dodd

#### MR. PEP SAYS:

The two keys to success are luck and pluck—luck in finding someone to pluck.

## "The Detroiters"

By W. Eagan

Miss Mary Nemethy, Maintenance Clerk of the Detroit Exchange, was married to Mr. Harry Dodge, City Salesman of the Cleveland Exchange. Congratulations, Mr. Dodge, and may your troubles all be little ones.

Mr. Oscar Kantner, our genial Exploitation Representative, has been transferred to the St. Louis Exchange. During his short stay in Detroit, Oscar made many friends and we were all sorry to see him go. Good luck, Oscar.

Mr. Oscar Morgan, Cosmopolitan Representative, paid us a short visit last week.

Mr. Andy Jackanic, Accessories Manager of the Cleveland Exchange, has been temporarily transferred to Detroit to fill that capacity.

The following slogan was written by Mr. J. Steele for the employees of his many theatrical enterprises:

"Bite off more than you can chew, Then chew it.

Plan on more than you can do, Then do it. Hitch your wagon to a star, Keep your seat, there you are."

# If He Hasn't Good Direction?

#### **Bowlers**



The above quartette of Toronto live wires won the girls' bowling cup last year and are fighting hard to retain this cup for the present year.

The girls' scores are good ones and their fight is a live one, evidenced by the large turnout since their performance.

Reading from left to right they are: Laura Powell, Margaret Foley, Violet Dryburgh and Elsie Young

## A Unique Stunt



When the convention for the heads of the various Police and Detective Departments from all over the world was held in New York City recently, Charles Abrams of our Home Office staff, passed around a table napkin at the luncheon and had them all sign.

This is indeed very interesting, not alone from the fact that big Police Department heads have their signatures there, including Scotland Yard Chief and Police Commissioner Enright, but many of our own executives in the Home Office.

## A Canadian Trophy



Canada held a contest last summer for business based on the highest percentage of quota during that period.

This contest was won by the three eastern offices, namely, Toronto, Montreal and St. John, their defeated opponents being Vancouver, Calgary and Winnipeg.

The above shield was given to each one of the winning offices for this victory.

The contest was very close with only a five per cent. difference between winners and losers.

## Think Right

By Davis V. Bush

Think smiles, and smiles shall be;
Think doubt, and hope will flee.
Think love, and love will grow;
Think hate, and hate you'll know.
Think good, and good is here;
Think vice—its jaws appear!
Think joy, and joy ne'er ends;
Think gloom, and dusk descends.
Think faith, and faith's at hand;
Think ill—it stalks the land.
Think peace, sublime and sweet,
And you that peace will meet.
Think fear, with brooding mind,
And failure's close behind
Think this: "I'M GOING TO WIN!"
Think not on what has been.
Think "VICTORY;" think "I CAN!"
Then you're a WINNING MAN!



## In And Around Paramountown

Ranking in size and elaborateness of detail with the largest sets ever made for a motion picture is the reproduction of the Chicago Board of Trade, the present scene of Cecil B. De Mille's activity in his new picture by Jeanie Macpherson. As there was not sufficient space at the busy Lasky Studio for this setting with its thousands of square feet, the former Realart Studio was reopened for its accommodation. Two complete stages were thrown together at the Realart plant to provide sufficient space. It is in the Chicago Board of Trade that Milton Sills, a wheat broker, plays out strongly dramatic situations which also involve Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon. The modernity of the Board of Trade is well set off by Mr. De Mille's earlier settings in the production which shows a Natural History Museum and its towering skeletons of prehistoric Dinosaurs which roamed North America fourteen million years ago.

William de Mille has gone to New York City. He took with him the rough negative of "The World's Applause," by Clara Beranger, his latest picture, which he has just completed with Bebe Daniels, Lewis Stone, Kathlyn Williams and Harrison Ford in the featured rôles.

Mr. de Mille will cut this picture while on the Atlantic Coast and at the same time go into conference with Clara Beranger as to the scenario of "Grumpy," the famous stage play by Horace Hodges and T. W. Percyval, which will be his next production. Mr. de Mille will be in New York for about one month.

Mary Miles Minter will start late this month upon "The Trail of the Lonesome Pine," the famous old story of the Southern mountains, by John Fox, Jr. That Miss Minter should be assigned to this story is significant, as "A Cumberland Romance," adapted from another mountain story by the same author, is rated as one of her greatest cinema successes. As Miss Minter herself is a Southern girl, she is particularly adapted to stories of this nature.

The famous Grand Prix, the feature race of the sporting year at Buenos Aires, Argentina, was duplicated by Director Sam Wood during the closing days of "My American Wife," Gloria Swanson's latest picture. This story of life and love in a colorful Southern Republic was written by Monte M. Katterjohn, based on the story by Hector Turnbull.

Scores of Arabs in their picturesque flowing robes are now a common sight at our Studio. George Fitzmaurice has now entered the Egyptian sequence of "Bella Donna," by Robert Hichens. This exotic story was adapted for the screen by Ouida Bergere and will be the

(Continued on page 15)

## For the De Mille Picture



The above photo shows Director Cecil B. De Mille on the platform at the extreme right of the photo standing next to Alvin Wyckoff, photographer, while shooting scenes for his next production.

This scene in particular is one of a huge prehistoric animal carcass which you know by this time is the real thing, Mr. De Mille having secured four of these prehistoric wonders as his own personal property and which he is now using in his production.

Elliott Dexter can be seen just behind the cameraman on the opposite platform.

## Fancied Facts for Foolish Film Fans

(As Related by Curly the Cub to Matty Cohen)

## CHAPTER FOUR

## Successful, But What of It?

He wanted me to accept a large increase in salary. At this point my affection for him vanished like a piker's bank roll in Wall Street. I refused point blank to accept his ungentlemanly offer. When I thought of the poor directors, the scenario writers and the cameramen, and the suffering they were enduring because of the inhumanly pitiful salaries they were receiving, my heart froze. Did Percentage regard mine a mercenary friendship? That question was on my mind constantly—one afternoon.

After careful consideration, I decided I would accede to his demands, even though they had all the ear-marks of an insult. I would accept that horrible increase in salary. Tho' my heart was broken with sorrow and shame, I would carry on. After all, I did owe part of my wonderful success to Percentage, and I realized that here was my chance to repay part of my debt to him.

There is really very little left to tell. I have endured my sufferings in silence. Some day I hope to make a picture that will please the jaded senses of the artists' friend, the critic. Until then—I must plod along the road of popularity—catering to the wants and whims of the public—damn them!

Hastily wiping away a tear, I sought her views on the topics of the day. I asked her—"To your trained mind, which had the greater appeal—Caruso, with his wonderful Pagliacci, or Farrar in Madame Butterfly"? She answered: "I didn't see either one of those pictures, but did you ever hear Maggie Kline sing 'Throw 'em down, McCluskie'?"

"What," I again asked her, "is your impression of the newer forms of art?" Thinking deeply, she answered, "That's because he wears his clothes too tight, but I'll say he is some location man."

She then told me that her favorite authors were Messrs. Gallagher and Sheehan. Her favorite exercises were eating and sleeping. She said that she didn't drink—much, and never smoked—over a hundred cigarets a day. She was crazy to ride in a Ford—when there was nothing else to ride in. Last, but not least, she told me she would like to have lots and lots of children—behave themselves.

When I 'rose to go, I couldn't express my thanks to her. As a parting gift she gave me a couple of thousand photos of herself. I left her with a standing invitation to drop around again—almost never.

I had gained my first objective! Now for a director!

## Making Up



There is more than one way to put the makeup on when companies are on location.

The above photo shows Gloria Swanson and Antonio Moreno forming back-rests for one another in making up for the duel scene in "My American Wife," Gloria Swanson's latest picture directed by Sam Wood in which Antonio Moreno is the leading man.

## In Florida

Alice Brady and Henry Kolker, her director, have gone to Florida with a company of players to make the South Sca Island scenes for Miss Brady's latest picture, "The Leopardess," which has been taken from a novel by Katherine Newlin Burt.

Director Kolker's technical staff for this picture includes Arthur Cozine, location manager; Al Hall, assistant director, and Gilbert Warrenton, cameraman.

## Rex Beach Working on Story for Thomas Meighan

Rex Beach is the latest famous author to devote his talents to the writing of pictures for Tom Meighan.

Following the announcement that Booth Tarkington had been engaged to write an original story for the popular star, it was made public yesterday that a story by Mr. Beach will also be placed in production in the near future with Mr. Meighan as the star. The nature of the Beach story has not been divulged, but it is expected to be one of the biggest pictures yet assigned to Thomas Meighan, and will give him a dramatic rôle comparable with that which he played in "Manslaughter."

Mr. Meighan is now engaged on George Ade's original story, "Back Home and Broke." With George Ade, Booth Tarkington, Rex Beach and R. G. Kirk writing for him, Mr. Meighan, in the opinion of our officials, will be seen in the biggest pictures of his career in the next few months.

# On Location With The Covered Wagon

Special to PEP from Adam Hull Shirk. Who is On Location With James Cruze

Camp Cruze, Utah, Oct. —— Among the distinguished visitors here are Arthur L. Fish, editor and owner of the Salt Lake "Telegram;" George C. Carpenter, manager of the Paramount-Empress Theatre in Salt Lake and Louis Marcus, District Manager for this territory.

The three motored down and arrived Sunday afternoon after a hard ride without much in the way of meals. So they were the more impressed by the elaborate cuisine of Camp Cruze-

Chicken a la Maryland, being the piece de resistance.

On Monday they spent the day seeing camp, looking at James Cruze shoot important scenes for "The Covered Wagon," his Paramount production, and generally enjoying the experience. In the evening a Navajo war dance was put on for their especial benefit through the instrumentality of Mr. Cruze and Jim East, the latter agent for the Navajos at this camp. Followed songs and dancing with the "Covered Wagon" orchestra consisting of Florence Egan, Donald McNemee and Speed Hansen supplying the melody. The Indians, Bannocks chiefly, came and watched and one lady of the tribe danced with several of the picture people. James Cruze tripped the light fantastic as well as it can be tripped in heavy boots, with the

lady in question. "You're the best dancer on the floor," he said by way of compliment at the conclusion of the

dance.

"Aw, cut that stuff out," she responded, which struck Mr. Cruze as being rather incongruous. The Bannocks, however, nearly all speak English—and some slang.

During the evening a couple of young girls from Nevada or Utah, or somewhere in this locality, accosted Lois Wilson:

"You're our favorite," they told her.

"Won't you let us give you an apple?"

Then they produced a lovely, polished and rosy apple as big as an Edam cheese, which

Miss Wilson accepted with thanks.

"Oh, Susannah," was sung till the hills reechoed the refrain and finally all retired to
their respective tents. Tuesday morning the visitors departed for Salt Lake, immensely impressed by the magnitude of the whole undertaking and conscious of having enjoyed themselves immensely.

## The Winner



Fred Klev is one of the proudest men at our WestCoast Studio. The Studio Manager was recently the recipient of a big silver loving cup, the first prize in the annual shirt contest of the Uplifter's Club.

The procedure for the contest was as follows. Each particular participating member wore a different shirt at five different club luncheons, just preceding the awarding of the prize.

The judges based their decision upon quality of materials, harmonius blending of colors and gen-

No photographs were made of the shirts, as it was feared that grave injury to the camera lens might result.

## Her New Home



Here is the latest photo of Gloria Swanson with her Russian wolf hound, Ivan, in front of her new home in Beverly Hills, Calif.

Lucien Hubbard Appointed Production Advisory Editor

Lucien Hubbard, recognized as one of the foremost scenario writers and editors in motion pictures, has been engaged as one of a staff of four production advisory editors of production at our West Coast Studio, according to an announcement by Jesse L. Lasky. The other three members of this staff are Ralph Block, Julia Crawford Ivers and Walter Woods.

Mr. Hubbard, who took up his duties at the Lasky Studio on the first of November, has scored a remarkable success since giving up newspaper work to devote his talents entirely to the screen. He has written several original stories that have won him recognition, and numerous noteworthy photoplays have been made from his adaptations.

His eleven years' experience as a newspaper writer and editor has given him a remarkable insight into human nature, and to this experience he gives much of the credit for the success he has made in motion pictures. His addition to the Lasky Studio editorial forces is regarded as a highly valuable one.

## He's a King Now



Theodore Kosloff

Right this very moment we are sure T he od or e Kosloff could write a book on "famous screen characterizations" for he now adds another to his long list as that of a King of Maravia in Cecil B. De Mille's next production as yet untitled.

Mr. Kosloff has demonstrated to the public that he is well able to step from that of an Apache in

that of an Apache in a Paris dance hall to a King of Maravia without the slightest trouble.

## Long Island Studio Notes

By "Pink" Wingart

There are four "knockout" pictures in the making at the Long Island Studio right now and a fifth is to start very soon. "Java Head," George Melford's production with a stellar cast, including Leatrice Joy, Jacqueline Logan, Albert Roscoe, Raymond Hatton and George Fawcett, is progressing nicely. The company has returned from Salem, Mass., where the exterior scenes were filmed and is now engaged in the Ammidon home set, which is the most interesting set ever built on the huge stage. The spirit of the maritime days of Salem is well preserved. As a Colonial setting to the last detail it is what you say—"the cat's whiskers."

Thomas Meighan and a cast of old-time troupers, have been busy in the studio with scenes for the George Ade story, "Back Home and Broke." This week the company goes into the oil fields of Pennsylvania for some of the spectacular scenes of the picture. Other exteriors have been made in Sag Harbor, L. I., where the citizens of that town did effective work as "extras" in the picture.

Down in the mild climate of Florida Alice Brady and her company are making South Sea Island scenes for "The Leopardess" under the direction of Henry Kolker, a newcomer in the Paramount directorial ranks. This story is a strong one as well as colorful and will have as one of its features a real live leopardess.

A bit of Cairo, Egypt, has been transplanted to the studio stage for scenes in Dorothy Dal-

ton's picture, "Black Fury."

Bebe Daniels has arrived in New York and Nita Naldi has been carting clothes to the studio for three days now in preparation for Allan Dwan's production of "Glimpses of the Moon" which is scheduled to start soon. This picture will have an all star cast.

Right smart activity at our Eastern studio!

## In and Around Paramountown

(Continued from page 12)

first American-made Paramount picture star-

ring Pola Negri.

Miss Negri has become thoroughly acclimated to American methods of making motion pictures and is plunging into the strongly dramatic scenes of this famous tale with the verve and vitality which for so long has been a distinct characteristic of this noted European artist. Also featured in the production are Conrad Nagel and Conway Tearle. Mr. Tearle, it is believed, will surprise his friends by his characterization in this production. He plays a half-Arabian "heavy," something entirely removed from his usual type of rôle.

The famous Jerry Wonderlich, victor of many a racing duel, is heading the group of automobile racers appearing in "Racing Hearts," the latest Agnes Ayres production. Miss Ayrcs herself drives in race scenes of this picture at a rate in excess of 100 miles an hour. Richard Dix, her leading man, is called upon to meet this speed in another motor car, and likewise to travel at over 60 miles an hour upon a motorcycle.

It is said that the production is entirely different from the usual run of Agnes Ayres' pictures, and presents her in a virile, out-door type of rôle. "Racing Hearts" was written for Miss Ayres by Byron Morgan, perhaps America's greatest writer of automobile racing fiction. The story was adapted for the screen by Will M. Ritchey and is being directed by Paul

Powell.

Penrhyn Stanlaws has taken his sketch pad and a liberal supply of pencils and hied himself to an undisclosed place along the California seashore. He has finished cutting his latest Paramount production, "Singed Wings," and will rest until his assignment to the production which will start some time before the first of the year. "Singed Wings" featured Bebe Daniels and Conrad Nagel and was adapted by Ewart Adamson and E. A. Bingham, from a story by Katherine Newlin Burt.

Gorgeous avenues of Hawaiian palms and banks of richly colored tropical flowers are causing many "ohs" and "ahs" of delight as executives of our studio view the first prints of scenes taken by Director Julia Crawford Ivers in the Hawaiian Islands where she is now making her own story, "The White Flower," as a picture with Betty Compson in the stellar rôle. Absolutely accurate to Hawaii and scenically marvellous are these scenes. They fully justified the enterprise of our company in sending Mrs. Ivers and her company to the exact locale concerned in the story. Mrs. Ivers reports that exceptionally picturesque scenes were secured on the Pali, the famous historic cliff which stands before the City of Honolulu and over which the victorious Hawaiian King drove thousands of his enemies several hundred years ago. The company has completed about half of the work for which it went to Hawaii and they expect to return to Los Angeles the last week of November. Miss Compson is supported in this tale of modern Hawaii by Edmund Lowe, Edward Martindel, Sylvia Ashton, Leon Bary, Arline Pretty and Lily Phillips.

# Smile and Be One of Us.



# The Pepville Gazette



Vol. 7. No. 18

MONDAY, NOVEMBER 6, 1922

Price: Open to Discussion

#### THE PEPVILLE GAZETTE PUBLISHED WEAKLY

Entered at the Postoffice through the Mail Slot

Editor's Office:

All Smiles

Weather:

Undecided But Determined

#### Bitter Awakening

Manuel, a negro with a record hitherto clean, was arraigned before a country justice of the peace for assault and battery. "Why did you beat this man up, Manuel?" questioned the

squire.
"He called me sumpin', Jedge."
"What did he call you?"
"He called me a rhinoceros, sah—a rhinoceros!"
"A rhinoceros! When did this occur?"

occur'

occur?"
"Bout three years 'go Jedge."
"Three years ago! Then how
did it happen that you waited
so long to resent it?"
"Jedge, I ain't never seen a
rhinoceros 'till dis mawnin'."

## LAUGHS FROM MONTREAL

By Tom Dowbiggin
"The duchess has a glass

"How do you know?" "How do you know?"
"I was talking with her the other evening and it came out in the course of the conversation."

#### Riddle

What's the difference between a Scotchman and a cocoanut? You can get a drink out of a cocoanut!

#### Arithmetic Bugs

Captain — "What are you scratching your head for, Ruvou fus?

Colored Private—"Aw, sah, I got arifmetic bugs in my head." Captain—"What are arith-metic bugs?"

Colored Private—"Dat's coo-

ties."
Captain—"Why do you call them arithmetic bugs?"
Colored Private — "Because

them arithmetic bugs?"
Colored Private — "Because
dey add to misery, dey subtract
from my pleasure, and divide
my atenshun, and dey multiply
like the dickens."—Exchange.

#### That's Why They Call 'Em Jackasses

Sam, a colored "slicker," had sold a mule to Mose. In a few days Mose came back and claimed the mule was blind.
"Why, Mose, what makes you all think dat mule am blind?"
"Sam, I done turn dat mule in a pasture and he run right smack into a tree."

Sam—"Dat mule ain't blind. He just don't give a damn."

#### Elastic Capacity

A chap who was hiring a car for use over the week-end of the house party, after elimina-ting a lot of details in the tran-saction, inquired how many the car held.

car neid.
The native stroked his beard and scratched his head.
"Well, she generally holds four, but seven can get along if they're well acquainted."
—Princeton Tiger.

#### Bright Fellow

"I always know when I've drunk enough," said the Old Soak. "I fall down."

#### Common Sense

During the war some of our colored soldiers were billeted colored soldiers were billeted with the English and they taught the English boys poker. One Englishman picked up his hand and said, "I don't know your poker game, but I'll wager a pound."

The nigger looked at his hand

and found he had four aces and he said, "I don't know much about your money but I'll see your pound, and raise you a ton!"

My Papa

"Little boy," asked the wellmeaning reformer, "is that your
mamma over yonder with the
beautiful set of furs?"

"Yes, sir," answered the
bright lad.

"Well, do you know what poor
animal it is that has to suffer
in order that your mamma
might have those furs?"

"Yes, sir. My papa."

#### Misinformed

As a steamer was leaving the harbor of Athens, a well-dressed young passenger approached the

young passenger approached the captain and pointing to the distant hills, inquired:

"What is that white stuff on the hills, captain?"

"That is snow, madam," replied the captain.

"Well," remarked the lady, "I thought so myself, but a gentleman has just told me it was Greece."—"Kind Words."

Young Lady—"Were you pleased with the new school, little boy?

little Boy?"

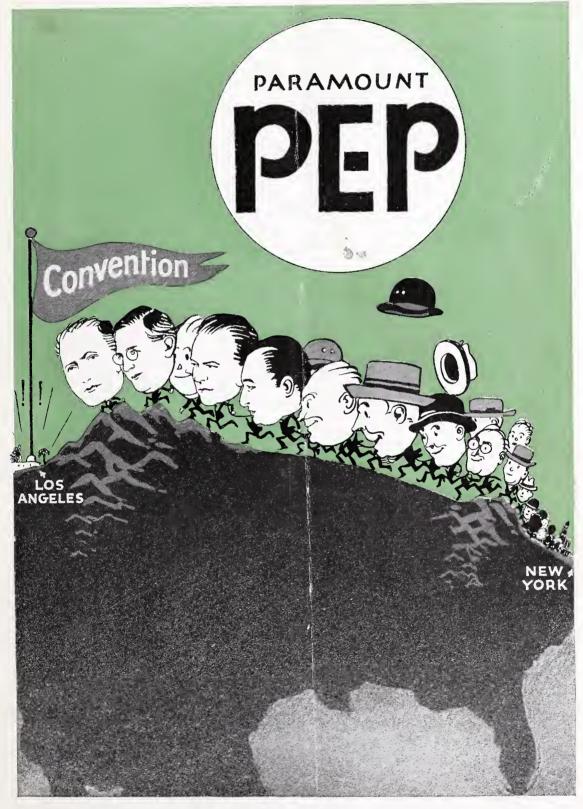
Little Boy—"Naw! Dey made
me wash me face an' when I
went home de dorg bit me
'cause he didn't know me."

# Last Minute News

S. R. KENT ANNOUNCES THAT WE WILL CARRY OUT H. H. BUXBAUM'S IDEA AND NAME DECEMBER "ECONOMY MONTH."

SEE STORY ON THIS NEXT WEEK.

WEST COAST ALL SET TO RECEIVE THE CONVENTION. A REAL WELCOME AWAITS THEM.



THE DASH FOR THE COAST

## All Aboard—Let's Go

## Convention Boys All Set and Primed for Their Departure Thursday

Thursday of this week the Grand Central Station will be the scene of life, pep, vim, vigor and everything else with which the delegates to the West Coast Convention are imbued.

The West Coast crowd are yelling: "Com'on, boys, we are ready for you," while the boys from the East are saying: "Don't worry, you'll know when we arrive." From the spirit manifested already around the Home Office and Eastern Exchanges, the West Coast reception committee will hear them leave Grand Central Station.

All those going to the convention are working at the mile-a-minute speed to have things up-to-date, making a hasty departure unnecessary, but they are not losing sight of the fact in preparing some exceedingly vital sales problems for discussion.

Commenting on the convention, Mr. Kent said: "I have never witnessed such high determined spirits in preparation for a sales convention. This is our initial session at the West

Coast and I am truly glad that we have found it possible to accept Mr. Lasky's generous invitation to hold our Fall sales meeting there."

"Aside from the sales policies for discussion," said Mr. Kent, "the entire force will have that rare opportunity of getting a good look at the tremendous activities at our West Coast Studio. I haven't the slightest doubt that this convention will eclipse any in our history, for I can tell you it's going to be a lively and busy sales discussion from start to finish."

The delegation will be quartered at the Ambassador Hotel in Los Angeles. There have been no changes in the list of men going, from that which was published in last week's PEP.

Here's good luck to the boys—a merry trip—successful Convention and a safe return.

# PRESENT ASSIGNMENTS of the PARAMOUNT EXPLOITEERS

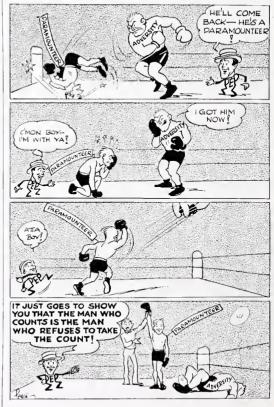
#### (Up to Date)

ALBANY	Clifton F. Lewis
BOSTON	John P. McConville
BUFFALO	Harry L. Royster
CHICAGO	William E. Danziger
CHICAGO	Daniel E. Roche
CINCINNATI	
CLEVELAND	Spencer G. Sladdin
COLUMBUS	J. Maurice Ridge
DENVER	Rick Ricketson
DES MOINES	John E. Kennebeck
DETROIT	Walter P. Lindlar
INDIANAPOLIS	Fred E. Walters
KANSAS CITY	John J. Friedl
LOS ANGELES	John P. Goring
MILWAUKEE	R. C. Gary
MINNEAPOLIS	Max R. Doolittle
NEW HAVEN	Russell B. Moon
PHILADELPHIA	Eli M. Orowitz
PITTSBURGH	A-Mike Vogel
ST. LOUIS	Oscar A. Kantner
SALT LAKE CITY	Kenneth O. Renaud
SAN FRANCISCO	Wayland H. laylor
TORONTO	George A. Smith
WASHINGTON	Leslie F. Whelan
WILKES-BARRE	Vernon Gray

Pep is anything that puts happiness into the heart, energy in the body, determination in the soul and invincible courage in the will.

#### 海のよう

## Staging a Come-Back



The fellow can get the crowd with him quicker by staging a come-back with a bigger opponent than if he waged an ordinary battle.

## Finding Paramount Everywhere

By Albert Deane

(Now en route to Australia)

Columbus never discovered America; he merely verified his belief in the existence of this land. And so, in a very similar manner, it has been my wonderful privilege to verify the belief I have always had in the far-reaching activities of our organization, the 'esprit de corps' which permeates it in every fashion, and to learn of the international and absolute popularity of Paramount Pictures.

In fact, were I to write my impressions of my pilgrimage in a condensed fashion, I would simply say that, "I found Paramount everywhere."

Were I to picture just one phase of our organization's activities I would have it deal with the unsolicited praise that was everywhere voiced regarding the perfect service accorded the world in general through Mr. Geyer's Foreign Publicity Department.

Even now I can still hear the echoes of the warm words spoken by Mr. Oes in Copenhagen, and he spoke for all of Scandinavia; I can readily recall the sincere praise I heard from M. Letsch in Brussels; and Monsieur Osso in Paris spoke glowingly of the matter. Then, too, there was tribute from Frederick Martin, who publishes and advertises Paramount throughout England, Scotland, Ireland, and Wales; while I know of Mr. Geyer's service to Australia and New Zealand through personal experience.

Space in PEP demands that one phase of our organization alone be taken to demonstrate what a mighty organization it really is. But what has been said of the Foreign Publicity Department holds good for any and every other one.

The Famous Players-Lasky Corporation is making superlative pictures for all of the world, delivering them to the four corners of the globe, and pleasantly telling all nations, races and tribes of the fact; while along with them is going that powerful, yet intangible commodity of Service—full, free and all the time.

LET THE GREAT WORK BECOME GREATER.

PEP N.M.

## Greetings, Elinor



Folks, meet Miss Elinor Britz, the girl who believes that "the voice with a smile wins." Yes—she's the telephone operator at the Buffalo Exchange. Incidentally she handles the mailing and filing and keeps Form 4B up to the minute.

Hello, Frisco Hello, New York Hello, Everybody

## Waiting to Get In



The above photo gives us a faint idea of the huge crowds who tried to see "When Knighthood Was in Flower," the Cosmopolitan production, in Washington recently.

In a telegram to the Home Office, Oscar Morgan stated that Washington never saw such crowds and that thousands were turned away at the last showing at night.

## Across the Continent

#### Leonard Simmons, Formerly of Home Office, Works Way Across Continent

When this fair-haired peppy individual bade good-bye to his colleagues at the Home Office on June 3rd last, many were of the opinion that Leonard D. Simmons would never make his destination.

However, as he began to creep slowly but surely across the continent he advised his friend Jerald Moyle as to his progress, at the same time telling of many experiences he was having en route.

His first hop was made in an American Express truck which he and his companion boarded in Jersey, riding to Philadelphia. He and his chum next reached Pittsburgh and stopped in to say hello to the folks in the Exchange.

After a muddy trudge they finally reached Omaha, Nebraska, where Simmons obtained work in our Exchange there and by so doing replenished his funds for eats en route, usually secured in farm houses and the like.

The pair next arrived at Denver where Simmons again obtained work as a porter, buss boy, stock clerk messager and other odd jobs

clerk, messenger and other odd jobs.

From Denver he hopped to Cheyenne and it was here that his pal was taken seriously ill, which forced him to drop out from this gruelling but exciting experience.

Simmons did not hedge, however, but kept on, adopting a dog as his companion, and in a short time they had reached Salt Lake City. Then came the hard grind and after five hundred miles of hard rough roads over the rockies and with very few "lifts" coming that way, he rolled in to Los Angeles on Tuesday, October 31st.

Leonard is now one of our staff at the West Coast Studio, assisting the different units in whatever capacity he is called upon to fill.

This was a typical demonstration of Paramount PEP displayed by the individual and not one penny was paid by Simmons for transportation in any form for this long journey across the continent.

Our congratulations to Simmons and all good wishes for his future success.



"BUT ABOVE ALL THINGS,
TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees

FAMOUS PLAYERS-LASKY CORPORATION

Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

NOVEMBER 13, 1922

No. 19

#### They Grew

As we look over the faces of the successful in our grand company, we can only bear the highest respect for those higher up. It is not an envy painted with a thick, slimy green, but one of pride that we all are one and the same company with these individuals as our heads.

To this day you can hear the world war veteran boast of his unit—of his commander—and the success of his army—of which he was a

part.

Just so should we boast and remember when boasting that our chiefs came from the ranks and are qualified to guide the destiny of prob-

lems daily put before them.

Every man of the sales division leaving for the coast Thursday has put his spurs into progress and ridden hard—sure and admirably to a goal to which he has justly earned. They each will form a part of the liveliest sales convention held in our history and it is they who will determine the course to be taken by the biggest motion picture sales organization in existence.

So let us hold that real, red-blooded envy for those going and wish them continued success.

You and I can grow just as they have and, indeed, our opportunities are only made possible in this respect by the brains and brawn displayed by our leaders to hold the organization on its high plane of success.

We will grow-we must grow, for what pleasure do we get out of life if we have no

ultimate goal in sight?



## When Schaefer Came to Town



When George Schaefer, New England District Manager, came to town recently, the three Divisional Sales Managers with Mr. Schaefer accepted the invitation of PEP'S cameraman for a pose on the roof, and the above photo shows what happened.

It was on this memorable day that H. B. Ballance went thru the pantomime of presenting George Schaefer with a check for the prize on Paramount Week—but bear in mind it was just a

pantomime.

In the photo left to right they are: Messrs. Weeks, Schaefer, Ballance and Clark.

現の日本五

## R. W. Saunders Fully Recovered

After a hasty examination by Dr. E. Stern, R. W. Saunders, our Comptroller, entered the Carlton Sanatarium in New York, Monday, November 6th, and was operated upon for a growth on the back of his neck which was probably taken in the nick of time.

To say that the operation was a success and that Mr. Saunders came out O. K. puts it mildly for his many friends who have called to see him in the last few days have taken back half of their sympathy on seeing the same R. W. not one bit worse for the operation.

It was only a few hours after Dr. Stern's advice that Mr. Saunders was under the knife and he advises us that he will be at his desk today feeling much better than he has for a long time.

## Persistency Wins Again

Dan Roche, Chicago, worked over a year to "sell" a window tie-up to the Lyon & Healy Music Store in the Windy City and finally landed them for "The Old Homestead." They have the finest display windows in Chicago outside of Marshall Fields. Every exploitation man there has tried and failed to get in. Paramount persistence is again rewarded. Dan secured some wonderful publicity for Bebe Daniels when that star passed through Chicago en route to New York. He framed it so that she was presented at the station with a bouquet intended for Lady Mountbatten, and what a story that made!

## Pep To Have Wire Communication With Convention

## Denver Dope

#### By Rick Ricketson

Alpelphus Johnson, our genial Office Manager, will take his annual (vacation, of course) immediately after Armistice Day. Al is going where the corn is in the shock, the frost is on the pumpkin, etc.

E. I. Reed, the king of the bookers, has just returned from his vacation.

A. E. Dickinson, Salesman in Zone 2, has just returned from a very successful fourweek trip on the western slope of Colorado. "Dick" reports business exceptionally good.

Since Al Proske has resigned as Accessorics Manager, Al Johnson has been filling in at the desk. With the new accessories system, it has kept the entire advertising department force busy from morning until midnight, taking the inventory and putting the department on the new basis. Everyone, however, who has had the pleasure of studying Mr. Shauer's new plan, is very enthusiastic over its efficiency and time saving qualities.

Branch Manager Mel S. Wilson will leave Nov. 15th for sunny California and the big convention at Los Angeles.

Incidentally, Mr. Wilson recently made a short trip and returned with contracts from two exhibitors that hadn't been buying Paramount for the last three or four years.

## Spread All Over the Map

Our producing companies are now spread all over the map. Here's where they are:

James Cruze and his company producing "The Covered Wagon," are on location in Utah.

Agnes Ayres and her company filming "Racing Hearts," under Paul Powell's direction, are on location at Lancaster, Calif.

In far-off Hawaii Julia Crawford Ivers and her company are making "The White Flower," starring Betty Compson.

Cecil B. De Mille and his unit are making "Adam's Rib," in the Realart Studios in Hollywood.

The eastern production units are likewise widespread. Alice Brady and her company are in Florida making "The Leopardess," while the greater part of Dorothy Dalton's new picture is being filmed out on Long Island, many miles from the studio, with Victor Flemming directing.

Tom Meighan, after returning from location at Sag Harbor, spent a few days with Director Al Green and six cameramen in oil fields in and around Pittsburgh.

George Melford and his company making "Java Head," have just returned to the studio from Salem, Mass., where exteriors for this picture have been completed.

## A-Mike Vogel Gives Festival to St. Louisans



Before leaving St. Louis to assume his new post at Pittsburgh, Exploiteer A-Mike Vogel engineered a gigantic "Old Homestead" tie-up with a large real estate organization which stands as one of the greatest exploitation feats of the year.

Through A-Mike's untiring effort, the real cstators conducted an "Old Homestead" day at a new residential section they are developing which brought out a crowd of 25,000. The program consisted of eats, band concert, dance, vaudeville by local talent and various games for which prizes aggregating \$300 were awarded. All St. Louis and surrounding country was posted with "Old Homestead Day" paper, every telegraph pole had a card, and heralds were distributed by the thousands. One side of this herald was devoted to the Paramount Picture, the other to the gala event at Pennsylvania Park. The realtors spent \$3600 to put it over.

The New Grand Central and West End Lyric Theatres, controlled by Skouras Brothers, put out a big truck with a rube band. Every morning for four days they hit the downtown section, carrying ten or fifteen pretty girls and young men. Vogel then assumed the rôle of a movie director and took scenes with his "company" on the principal streets which were later shown at the two theatres.

Columns upon columns of free newspaper publicity, display ads in large space and large numbers by the realtors, etc., all served to make "The Old Homestead" and "Old Homestead Day" one of the main topics of conversation throughout the city.

What was the answer? The theatres turned customers away at every performance and the real estate firm sold \$60,000 worth of lots to people attending the big party, whereas their best previous day's sales had totalled but \$22,000. This is the kind of cooperative exploitation that has made Paramount Exploiteers famous the world over. And A-Mike left St. Louis in a blaze of glory, with the Mayor and other public officials and business men telling him how sorry they were to lose him to the Smoky City.

#### The Future

Charlie: "Say, Tommy, what are you going to be when you get thru college?"
Tommy: "An old man, I suppose."

## Open Letter to Salesmen

By J. J. Hess-Chicago Accessories Mgr.



J. J. Hess

If you believe accessories sales are an adjunct to film sales, and merely secondary, at the same time you negative the importance of national advertising, and by so doing present yourself as one possessed of obsolete business ideas. Local advertising, through accessories, is the connecting link between national advertising and the exhibitor; it assists him through telling his public where to see "Paramount" to realize on the pictures you have sold him. Instead of being an adjunct to film sale, accessories are rather ahead of them, paving the way for greater exhibitor appreciation of our product. Every well advertised and, therefore, profitable picture, creates greater confidence in our product and assists to maintain and increase rentals.

National advertising is one of your selling points, when you fail to back it up with accessories sales you are ignoring your own argument, for without local advertising the exhibitor cannot secure the returns which the name "Paramount" entitles him.

The up-to-date salesman, no matter what he sells, is required to assist his accounts to sell the product. This is effected through dressing his windows, arranging mailing lists, and thereby developing busi-

ness—the lobby of your theatres are the store windows to be dressed with Paramount paper, and if our product is not adequately advertised a price is always paid. The exhibitor, the exchange and yourself pay for every poorly advertised picture. It decreases the value of the product, makes it harder to secure "PRICE," increases sales resistance and creates lack of confidence.

Can you afford to allow your accounts the luxury of laziness and indifference and expect the exchange to pay in decreased rentals?

Remember that the purpose of selling accessories is not only to secure the cash receipts involved, but through increased profits for the exhibitor, to help close future sales and reduce selling resistance.

Do not be content with maintaining your "price" for if you cooperate with your accessories department you will be enabled to increase the value of Paramount pictures to the same degree that your accounts increase their accessories orders.

Many exhibitors are static, depending upon regular patrons, and catering to them only. This attitude on his part develops the desire for one type of picture and the difficulty you sometimes experience in selling certain pictures in particular towns is due to an inadequate covering of the exhibitor's territory.

The public taste is catholic, but the exhibitor must reach all of his public. Therefore, encourage a mailing list and the use of heralds. There are in all communities people to appreciate any type of Paramount Picture, but they must be reached.

It is here that newspaper advertising, bill-boards, posters, inserts, etc., should be the plan of campaign.

If an exhibitor uses an attractive lobby, just to that degree is he entitled to the term exhibitor, and the next step is to go afield and widen the scope of his theatre.

Realize that the intelligent use of accessories means "profit-insurance" to the exhibitor, "price-insurance" to the exchange, "future insurance" to the salesman.



## A S. A. One-Sheet



Above is a reproduction of a one-sheet on "The Sheik," used by Max Glucksman in many of his theatres thruout South America.

Mr. Glucksman gives prominent display to the Paramount Trademark and the word Paramount on all his advertising.



## Direct Selling Orders

(By "Jim") Albany Accessories Manager

TIME-Present PLACE—Any Exchange

#### CHARACTERS

Mr. A	Accessories Mgr.
Mr. B	Booker
Miss C	Contract Clerk
Mr. D	Salesman
Miss E	Stenographer

Mr. A walked into his stockroom early one morning. The first thing that caught his eye was 1000 heralds on the "GILDED LILY." He made a note of this and started for the Booking Department.

(Mr. A) "May I look at your Booking Guide?" (Mr. B) "Why certainly. Anyway I can help

you?"
(Mr. A) "Yes. Tell me what theatres are going to run "GILDED LILY" in about two weeks."

(Mr. B) "Let's see. Liberty, Port Henry, N. Y.,

is the only one."
(Mr. A) "All right, thank you."

Then Mr. A turns to Miss C and asks if Port Henry will be visited by Mr. D during this trip.

(Miss C) "Why, yes, in two or three days." (Mr. A) "In what town will a special delivery

letter reach him?" (Miss C) "His last report says he will be in Glens Falls tomorrow.'

After thankning Miss C, Mr. A immediately returns to his department and dictates the following letter to his stenographer.

Liberty Theatre, Port Henry, N. Y., is going to run "GILDED LILY" on the 8th.

Sample herald is attached.

We have only 1000 of these in stock. Sell them to him for \$1.00. Don't take "no" for an answer. Regards.

(Three days later)
(Miss C) "Mr. A, here is a letter from Port Henry, asking for 1000 heralds on 'GILDED LILY.'"

(Mr. A) "Good, I knew if Mr. D got direct selling orders, he would produce re-

## "My Experience With Inter-Branch Shipments and How They Help Sales"

By John J. Curry-Des Moines Access. Mgr.

This depends upon the Exchange from which you request the shipment. If they are prompt in handling same, this will, of course, help to keep up the sales. As long as the shortage is fresh in the exhibitor's mind he will never refuse an interbranch shipment. Whereas if the request is held up two or three days in the Exchange, it is generally refused. This is the situation here, perhaps it is different in other Exchanges.

#### How They Hinder Sales

Some exhibitors when requesting advertising advise, "If you are unable to fill order complete, do not back order." This also applies on direct shipments from either New York or Blakely. is going to cut our Accessories revenue down.

Personally I do not favor the 44, but at times it is absolutely necessary. The only way this can be prevented is to keep a good line on your stock. See that each and every item of accessory is taken care of by the danger card. Another thing—see that on the same day the orders are pulled that requisitions are made on all out-coming danger cards and promptly mailed out. Also be most careful to see that the minimum and re-order figures on danger cards correspond with the chart require-ments. The danger card is about the only real protection we have on our stock. Any default in the proper handling of same is going to necessitate an inter-branch shipment.

This is my version of the above matters.

## Selling Heralds

## By J. A. Clark-'Frisco Access. Mgr.

When the writer came into the Accessories Department we had sample heralds placed in each press book with a sales talk stamped in the im-print space on each herald. The result was that after we had sent an exhibitor press books on a group of bookings, we had received along with his order for other miscellaneous accessories, his order for a quantity of heralds "like the enclosed."

We have in this manner provided a means to place samples of heralds in the hands of each exhibitor and have thereby maintained our high average of sales on heralds. It seems to me that the plan which has proven so effective in this territory would be equally effective in every district.

# In the Foreign Field

## Important Announcement

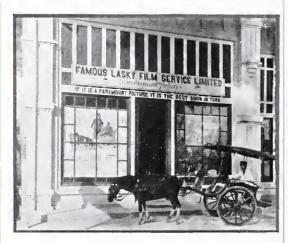
Announcement is made by E. E. Shauer, Director of our Foreign Department, of the signing of a contract with Metro Pictures Corporation for the distribution of Metro Pictures in Brazil through our exchange at Rio de Janeiro and Sao Paulo.

The contracts were signed by Mr. Shauer and Arthur Loew, the latter being Foreign Manager of the Metro Pictures Corporation. Under this arrangement one Metro picture will be released each week, such Metro specials as "The Prisoner of Zenda," "Turn to the Right," "Conquering Power," "Camille," "Quincy Adams Sawyer," "Peg O' My Heart," and others being included in the long list of productions.

Arrangements for the distribution of these productions are being made by John L. Day, South American representative of the Foreign Department.

## Our Batavia Office

Below is a view of our office in Batavia, on the island of Java.



The above is a unique view of the exterior of our offices in this quaint country.

The famous slogan "If It's a Paramount Picture, It's the best show in town," is prominently displayed over the door, as you can see and each window carries six sheets on two of our productions.

PEP WW.

## Wedding Bells



Wedding bells are ringing for this young chap in the above photo with his wife, gazing over a new gift just presented to them by the personnel of our London Offices. This presentation took place just recently.

## An Actress Now



They are preparing to produce "Raffles" at our Famous-Lasky Dramatic Club in London and Miss E. Dafter has been selected for an important rôle in this forthcoming production.

## Where Do We Eat?



Mr. J. C. Graham, General Manager of Famous-Lasky Film Service, Ltd., was snapped by PEP'S cameraman outside our London office while he was deciding just where he would go for luncheon.



ALL ABOARD FOR THE CONVENTION SPECIAL . . . NEW COLUMBUS EXCHANGE WILL BE OPEN FOR BUSINESS WEEK BEGINNING NOVEMBER 13TH AT 251 NORTH 5TH STREET, COLUMBUS, O. . . . PEORIA **EXCHANGE, NOVEMBER 20TH AT 113 SOUTH** MONROE STREET, PEORIA. . . . H . . . 2 . . . PP . . . TITLE OF DOROTHY DALTON'S LATEST PICTURE CHANGED TO "DARK SECRETS."-WORKING TITLE WAS "BLACK FURY" . . . DAVE POWELL SE-LECTED TO PLAY ONE OF PROMINENT MALE ROLES IN "GLIMPSES OF THE MOON." . . . BEBE DAN-IELS AND NITA NALDI WILL BE IN LEADING FEMININE ROLES ... EFFECTIVE DECEMBER 1ST THE ADDRESS OF THE CALGARY EXCHANGE WILL BE 318 EIGHTH AVENUE, EAST SECOND FLOOR OF THE BAILEY BLOCK . . . X . . . Y . . . Z . . . MESSRS. ZUKOR AND LASKY INSPECTED LONG ISLAND STUDIO LAST WEEK . . . "THE PRIDE OF PALOMAR" ONE OF THE BEST PICTURES TURNED OUT THIS YEAR . . . R. W. SAUNDERS RETURNS FROM HOSPITAL . . . E. E. SHAUER MADE A TRIP TO BOSTON LAST WEEK . . . READ H. F. NICHOLSON'S STORY IN PEP NEXT WEEK . . . IT'S A BEAR . . . TED YOUNG AND LACEY JOHNSON IN THE H. O. LAST WEEK-THEY DIDN'T LEAVE TOWN . . . LONG ISLAND STUDIO BECOMING VERY ACTIVE.

# Don't Forget—December—It Is

# Cincinnati Hallowe'en Party a Wow!

Harry Ross, District Manager, Among Notables Present at Most Unique Celebration Ever Staged at This Exchange

#### By Samuel Cohen-PEP'S Staff Correspondent

A riot of color! Music par excellence! Costumes extraordinary! Entertainment de luxe! Hilarity supreme! A gala affair! In very inadequate fashion this describes the most joyous, enthusiastic and zestful party in the history of our exchange. It was paramount in the sense that it was far superior to any we had before.

The originality of the personnel was strikingly displayed in the colorful costumes that were in evidence. Manuel Nagel and Sammy Cohen in their homemade, burlesque, Scotch what-you-may-call-its were the quintessence of comedy make-up. Gene Haddow, looking like a country bumpkin in a tight-fitting suit, trick straw hat and shell-rimmed glasses reminded everyone of Harold Lloyd. He was so different!

The star feature of the evening was the bout between "Battling" Amelia Valerio and "Kid" Manuel Nagel. Amy proved that training in the Accounting Department fits one to be a champion fighter. She knocked out Manuel in three rounds.

We also had our first introduction to Mr. Milligan, who has just assumed the duties of Branch Manager at this Exchange. One of the girls said he would make a dandy Branch Manager because he dances wonderfully!

With plenty of good things to eat, superlative music and general all-around fun, it is little wonder that the good-byes were not said till a late hour in the early morning.

To Valera Theis belongs all the credit regarding the arrangements. She worked tirelessly to provide the proper setting and necessary refreshments that were mainly responsible for the huge success that the party turned out to be.

## Sladdin Breaks Records

Spencer Sladdin, Cleveland, helped Loew's Stillman Theatre there break all opening records on "The Old Homestead." He arranged two special performances before the public opening for 4,000 members of the Junior Reserve Officers' Training Corps who marched to the theatre from the various high schools carrying banners: "Welcome, Boys, To The Old Homestead—Theodore Roberts." Slad made it a Cleveland "News" affair and thus obtained considerable front page publicity. The Electrical League of Cleveland furnished a striking lobby display and ran several halfpage tie-up ads in the papers. All this on the heels of his noteworthy "Manslaughter" campaign. Slad is going strong.

## Branch Manager—Salesman— Exploiteer

#### By Muriel Storey-Calgary Office

Something had happened in this office that has never happened before. We now have an Exploitation Department and an Accessories Salesman, both jobs being held down by Mr. Marshall, our Branch Manager.

Last week he went to Medicine Hat and put on a No Accident Week in conjunction with "MANSLAUGHTER." From what we understand the town and the town officials are still talking about the wonderful stunts that were put over. There was a parade and a band and everything.

He also sold 20,000 Heralds, 200 Insert Cards, couple thousand rotogravures and a flock of Gilt Frames.

This territory sure is going to know that Paramount is on the map.

## Cleveland Lights

#### By R. Labowitch

Good things always come in threes! Harry W. Dodge, first, transferred from Zone 4 to Zone 1, he slipped off Tuesday, October 24th, and took unto himself Miss Mary Nemethy, of the Detroit Exchange, as his wife; third, he has been made Manager of the new Columbus, Ohio, Exchange.

We all certainly wish Mr. Dodge all the luck in the world and with "MARY" to guide his future steps, we are sure he will make a success, as we have met Mary and she is certainly "some girl." We hated to see Harry go but are glad he is going to get the chance to show his true worth.

The Cleveland Office has been somewhat under the weather lately. Our congenial Accessories Manager, Mr. Andrew Jackanic, is in Detroit helping them get their Accessories Department into shape.

Mr. F. R. Little, formerly of the Pittsburgh Exchange, has joined our forces as Booking Manager.

Miss Emma Rogers, Inspector, formerly Chief Inspector with Realart, is going to take the reins in her little hands and be Chief Inspector at the Columbus Exchange. Emma is a good worker and we haven't the slightest doubt of her ability to keep the Columbus Inspection Department in ship-shape.

## Read Fast

First Co-ed—"You look like Helen White." Second Ditto—"I know it, but I look better in brown."

# Economy Month

## Montreal Mutterings

By R. E. R.

He has conquered and is returning. You're very welcome back, Tommy Dowbiggin, after your successful trip to the Queen City.

We are indeed pleased to have Manager English back at his desk, after having been laid up with a cold.

"TO HAVE AND TO HOLD" opened up to a tremendous business at the Capitol, Sunday. Bert Lytell well received, as we understand he's from our home town.

The fair sex of the office comprise the blonde, brunette, auburn and jet.

Only one local complaint as to the aftereffect of "that turkey dinner."

## Around the Circuit

Leslie Whelan not content with putting over a lot of great stunts in Washington for "When Knighthood Was In Flower," got a picture of his best window tie-up on Page 1 of the Times. Everybody must admit that this was going the limit.

Max Doolittle, Minneapolis, will very shortly be in the field again, we are happy to state, after a long siege of pneumonia. From letters we've received from him it seems he can hardly wait until he's again knocking out "home runs." Exhibitors and Paramounteers have certainly missed Max.

Fred Walters, Indianapolis, tied up with the Indiana Times on "The Old Homestead," and secured splendid publicity on a theatre party for 900 newsboys who paraded to the show.

John McConville, assigned to Boston, is also exploiteering now around the Portland, Me., territory.

John P. Goring, Los Angeles, is envied by all the boys on account of the convention being held in this city. But Chief Saunders has promised to make some visits on the way back that we know will make a few hearts glad.

George A. Smith, Toronto, has publicized the Clarence Anti-Defamation League all over Canada. Many newspaper editorials have been written as a result of a chain letter he sent out similar to the one that broke into practically every American newspaper. It was signed "Clarence Smith." Last week George received a most impassionate love letter from an Ottawa miss named Clarissa.

## Roberts Visits Kansas City

By Billie Mistele-Kansas City Correspondent

Theodore Roberts was in Kansas City recently, appearing in William C. de Mille's brilliant sketch, "THE MAN HIGHER UP," at the Orpheum Theatre. All of Kansas City and its surrounding territory knew he was there and from the way people crowded into the theatre it is believed the railroad companies would run special excursions if the popular Paramount actor appears here again.

Mr. Cole, our genial Office Manager, together with a delegation from the exchange, met Mr. Roberts upon his arrival and when told who it was to see him the "grand old man" came with his arms outstretched, saying: "Well, these are my boys." And we know that those words came from the very bottom of his heart.

Mr. Roberts was accompanied on this trip by his wife, and they were entertained at lunchcons, parties and banquets, and many who wanted to entertain them were disappointed owing to the short length of their visit.

Tuesday night, October 24th, was film night and after his curtain talk, on which he spoke of the wonderful Paramount organization and how glad he was to be one of them and how glad we should be to be connected with Paramount, etc., Mr. Roberts was showered with cigars from the audience. He was given an ovation at every appearance. All of the various organizations of Kansas City, including the Rotary, Kiwanis and Co-Operative Clubs, reserved special sections at the Orpheum, and attended in a body on various evenings. At a banquet given at the Muehlebach Hotel, Mr. Roberts was presented with a candy replica of the "OLD HOMESTEAD." He visited the Kansas State Board of Censors and was highly pleased when they told him that they never found it necessary to cut a single foot of his film. Mr. Roberts and his wife also visited the Exchange and extended the "glad hand" to all, and as some one very aptly put it-"Before meeting him he was loved, but after meeting him he was worshipped.'

## Romance A La Speed

A speedy romance which culminated in a wedding ceremony developed in Salem, Mass., during the "Java Head" company's stay in that town. Joe Johnson, one of the property men with the unit on location, and the son of "Bill" Johnson, head property man, wooed and won Miss Lillian E. Wells, a Salemite, within two days after his arrival on the scene. The young man's happy choice of a bride certainly recommends his methods to all who love but hesitate.

Rick Ricketson, Denver, found a publicity loving citizen named Clarence and formed the "Crusade of Crucified Clarences," with which he proposes to tie up every showing of "Clarence" in his territory. Special letterheads that are a scream, 'n' everything. Rick will send you one on request.



## In And Around Paramountown

(West Coast Studio)

"Adam's Rib" has been chosen as the title for the new Cecil B. De Mille picture by Jeanie Macpherson, which features Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon. Miss Julia Faye is the latest addition to the supporting cast. She will play "The Mischievous One" in an elaborate prehistoric sequence. "The Mischievous One" is described as being "the world's first yamp."

described as being "the world's first vamp."

Having finished the tremendous reproduction of the wheat and grain pits at the Chicago Board of Trade, Mr. De Mille is now working in the elaborate apartment of Theodore Kosloff, who as an exile king of Morania, is a temprary resident in the City of Chicago. Soon Mr. De Mille will start upon scenes aboard his own yacht, "The Seaward," which will appear

prominently in colorful sequences of this story.

The corner of a huge stage at the Studio has been transformed into a section of the Arabian desert upon which has been pitched a large tent of "Baroudi," the half Arabian chieftain, who provides the motif for very tense dramatic scenes with Pola Negri playing "Bella Donna," the heroine of Robert Hichens' cxotic story which will be her next picture, a George Fitzmaurice production.

"The Tiger's Claw" will be Jack Holt's next picture, following "Nobody's Money," which Mr. Holt is now finishing under the direction of Wallace Worsley. "Nobody's Money" is a rapid-fire comedy adapted by Beulah Marie Dix from a story by William Le Baron. "The Tiger's Claw" is an original story by

"The Tiger's Claw" is an original story by Jack Cunningham, who also wrote the photo adaptation. The story is said to be a gripping tale of an adventure in East India.

After six weeks in Honolulu, Betty Compson and her "The White Flower" company will return to the Studio the last of November. Excellent weather and lighting conditions have made it possible to complete their island and tropical scenes well within schedule. "The White Flower" was written by Mrs. Julia Crawford Ivers in Honolulu, the early part of 1922. The officials were so impressed with the story's importance as a tale of modern Honolulu and Hawaii that Mrs. Ivers was immediately signed to direct her own story in the exact localities described. The beach at Waikiki, the volcano at Kilaua, the famous cliff of the Pali, and other noted Hawaiian beauty spots will be seen in the finished production. Miss Compson is supported by Edmund Lowe, Edward Martindel, Sylvia Ashton, Arline Pretty, Leon Bary and Lily Phillips.

## A New Member



Lucien Hubbard

This will introduce Lucien Hubbard, formerly head of the Scenario Department at Universal City who joined our staff of writers at the West Coast Studio, November 1st; in fact, Mr. Hubbard has been named as one of the four Production Advisory Editors who have charge of the titling and cditing end of pictures made in our West Coast Studio. We extend a most hearty welcome to

Mr. Hubbard and he will be received with open arms, for he brings a wonderful smile along with him.

## Tommie Gets Great Reception

Tom Meighan, like the hero in the George Ade story he is now making, was given a royal reception when he returned to his home town, Pittsburgh. He was greeted by a committee from the Allegheny High School, with a petition signed by 2,000 students, when he stepped off the train at Pittsburgh. They wanted him to head the parade which preceded the big football game between Allegheny and Schenley. Meighan did. He has never been known to disappoint the youngsters.

which preceded the big football game between Allegheny and Schenley. Meighan did. He has never been known to disappoint the youngsters. Meighan went to Pittsburgh to film oil well scenes for his latest picture, "Back Home and Broke." It was the first time that the popular star had gone back to his home to film scenes and the reception he got from his home town friends was proof enough of his popularity.

## Fancied Facts For Foolish Film Fans

As Related by Curly The Cub to Matty Cohen
CHAPTER FIVE

#### I Hate ME

Crossing the studio floor, I heard a rough voice shout "Kill 'im." Visions of a quick death danced before my eyes, and I was about to make a hurried exit, when suddenly the lights were dimmed. I was scared stiff and waited with bated breath for the attack. Then—I heard another rough voice yell, "Say you, when I holler kill 'em, turn the juice off quick, see?" My pulses throbbed with renewed vigor as I realized that what I had heard was just a sample of "electrician's English."

In the semi-gloom of the studio, I found it rather "tough going" and before I knew what I was doing, I stumbled over a chair. Much to my embarrassment, I found myself seated across the knees of a beautiful, but strange young lady. She accepted the situation stoically, remarking in a very refined voice: "If I were you, I'd change my bootlegger."

Apologizing, I continued on my way. Imagine if you can, my horror, when the same thing happened again. This time I inadvertantly stumbled across the very man I was looking for. He took it quite philosophically. "You dropped in on me rather unexpectedly, didn't you?" he asked. Having by this time become an experienced Laplander, I countered with "Oh, I'm on my second lap," referring of course, to my interviews.

He asked me to stick around for a little while, until he finished a few scenes. I noticed a young fellow standing by the director's chair, going through what seemed to be a series of calisthenics. I asked friend director what was the big idea. His answer was characteristic of his broad-mindedness. "You see, I have been accused of talking like movie sub-titles." Of course, this made things as clear as mud to me, so I asked him: "True enough, but why the Signal Corps movements?" He laughed as he answered: "Why the young fellow is just illustrating the titles."

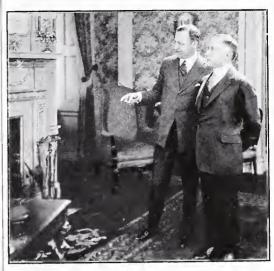
I asked the director for his name. He told me—"I. M. Punque." I looked at him curiously for a moment as I told him: "You may be, at that, but why brag about it?" He took it like the big hearted fellow he was, and then went into his song and dance.

"There are only two good directors in the world," he began, "and I am both of them. I am the shining light of the cinema industrv." (From the "grids" up above a voice floated down, crying "Put that light out.") Give me a rag, a bone and a hunk of hair and I will paint my own scenery. A coffee grinder and the bottom of a beer bottle will furnish me with material for a camera. I write my own stories. I am fond of music; in fact, every time I write a story I make the Writers' League Glee Club sing "He stole my stuff."

My particular hobby is the training of children, having two beautiful kidlets of my own.

(Continued on page 15)

## Messrs. Zukor and Lasky Inspect Long Island Studio



Opportunities are few and far between to get a photo of Messrs. Zukor and Lasky, but the cameraman was on the job when our President and Vice President respectively, recently inspected our Long Island Studio.

They are looking at an old colonial set of the 1850 period erected for "Java Head."

Lasky Signs Ordynski

Following out his consistent policy of gathering together the most promising members of the theatrical profession to train them for special motion picture work, Jesse L. Lasky has added another recruit to the ranks.

His newest "find" is Richard Ordynski, formerly stage director of the Metropolitan Opera House in New York and the man who used to assist Max Reinhardt in his spectacular European productions.

Mr. Lasky met Ordynski in Paris during the former's recent trip abroad and offered the latter an opportunity to master the technique of motion picture making, which Ordynski promptly accepted. He arrived at the Lasky Studio shortly after the arrival of Pola Negri and is now engaged in studying the production and directorial methods of such masters as the De Milles and George Fitzmaurice with a view to ultimately directing for Paramount.

In addition to his work as a producer, Ordynski is officially credited with the discovery of Pola Negri. The stage director chose her, then an unknown player of minor parts in a theatre in Warsaw, to play the important rôle of the slave girl in Ordynski's production of "Sumurun," which he produced at the Imperial Theatre in the Polish capital.

It was Miss Negri's instantaneous success in this stage production that paved the way for her subsequent tremendous popularity on the screen. She is now engaged in her first American-made picture, "Bella Donna," which George Fitzmaurice is producing. Ordynski is an unofficial member of the staff of this production unit and is following every step of the production with intense interest.



Lila Lee and Tom Meighan were happily surprised when Mr. Zukor walked in on the set of "Back Home and Broke," now in production at our Long Island Studio.

From left to right they are: Tom Meighan, Lila Lee, and Mr. Zukor.



The above photo shows Messrs. Zukor and Lasky chatting with George Melford, Director, and Leatrice Joy, playing the lead in "Java Head."

Miss Joy plays the part of the Chinese girl in the picture.

Reading from left to right they are: George Melford, Mr. Lasky, Mr. Zukor and Miss Joy.

## Racing Scenes

Outdoor racing scenes have been completed for "Racing Hearts," the new Agnes Ayres picture. Paul Powell is now working indoors at a set representing the interior of a racing garage on the eve of a big speed battle in which Miss Ayres drives a car at over 100 miles an hour. The famous Jerry Wonderluch and other nationally known racing drivers take part in this sequence.

## Call Her Bee-Bee

#### Don't Call Her Babe or Beeb; Her Mother Calls Her Bee-Bee

Most often mispronounced of all screen players' names is that of our Bebe Daniels. She has been so busy making pictures in California, where she has just finished "Singed Wings," and denying rumors of her engagement to Jack Dempsey and other more or less eligible men, that the trifle of her name has lately been obscured. But when she arrived in New York with her mother to begin work on "The Glimpses of the Moon," which Allan Dwan is directing from the Edith Wharton story, Mrs Daniels heard people call her daughter "Babe," "Beeb," and "Bay-Bay." She is, incidentally, the regular girl one naturally calls by her first name rather than the more formal Miss Daniels.

"We always call her 'Bee-Bee,'" said Mrs. Daniels. "Ever since she was a baby we've called her that. Just before the baby was born I had been reading one of Ouida's novels which was very popular at that time. 'Two Little Wooden Shoes' had a lovable little girl in it named Bebe, and I liked the character so much I decided that would be a good name for my baby. Her aunts, who had also been reading Ouida, liked the name, too. So we christened her Bebe."

And when the baby grew up and became a film star she clung to the name her mother had given her in infancy. And her mother, who also is a regular person, clings to Bebe and relieves her of the little annoyances to which even an envied queen of the films is subjected.

## Runs Into Heavy Snow Storm, But Director Cruze Makes Good Use of It

Following a terrific snow storm which mantled the entire location in white and temporarily demoralized camp conditions, James Cruze is rapidly bringing order out of chaos and is proceeding rapidly with his production, "The Covered Wagon," near Milford, Utah.

The director made a virtue out of necessity and took a big snow sequence at the location set representing Fort Bridger, which will probably be one of the most beautiful scenes in the picture. Thomas B. White, superintendent, and his staff, quickly restored order in the camp, repaired the damages and no delay in work resulted and very few discomforts.

Big scenes showing the fording of the Kaw River; the attack by Indians on the wagon train in an arroyo; the prairie fire which will cover probably ten acres of ground, still remain to be made, and upon these Mr. Cruze is basing much of the sensational quality of the picture. There will be, however, a powerful dramatic and love interest developed in intimate scenes wherein Lois Wilson and J. Warren Kerrigan, Alan Hale and others take part.

## Long Island Notes

By "Pink" Wingart

Alice Brady and her company, now in Florida, found a new obstacle to making exterior scenes—mosquitoes. Motion picture companies have encountered rain, fog, and cloudy skies, but this is the first time that mosquitoes have prevented the filming of scenes.

prevented the filming of scenes.

Although the location chosen for "The Leopardess," Miss Brady's newest Paramount picture, was not the wilds of New Jersey, but at Cape Florida, Fla., the well-known pests were so thick following recent rains, that Henry Kolker, the director, began to doubt the practicability of the location manager's choice. However, with extraordinary ingenuity, the technical staff surmounted this new difficulty by lighting several smudge pots. Then they rigged up a wingless aeroplane, and the whirling propeller dispelled both the smoke and the mosquitoes, thus enabling the director to get the desired scenes for a South Sea island village. This process had to be repeated every day the company worked at this particular spot on Cape Florida.

A parrot off its perch—another one of those unlooked for incidents which sometimes holds up progress on a motion picture production. This particular bird was one of the gorgeously colored variety used for atmosphere in the courtyard set of a hotel in Cairo, Egypt, which is the scene of several dramatic sequences in "Black Secrets," Dorothy Dalton's next Paramount picture. In the midst of the filming, one of the parrots, probably tired of blinking into the powerful lights, decided to become temperamental and hopped off its perch. It required the combined efforts of Miss Dalton, Robert Ellis, her leading man, and several property men with long poles, to coax the bird back to its place.

To keep the feathered actor where he belonged, Director Victor Fleming and several members of the cast were obliged to squawk to him in his own language, while he continued to voice his protest against the hardships of a screen life.

## J. Warren Kerrigan



Folks, we want you to meet our friend Mr. Kerrigan, who is playing the leading rôle in "The Covered Wagon," James Cruze's I a t e s t production which is now on location in Utah.

This picture promises to be one of the biggest yet turned out by our production department and nearly three thousand people comprise the unit under Mr. Cruze now on location.

J. Warren Kerrigan

## On Location



The above photo shows Crow Chief, aged 115 years; Lois Wilson, leading woman in "The Covered Wagon;" Major T. J. McCoy, and Adam Hull Shirk, Publicity Director at the West Coast Studio who is on location with Mr. Cruze and his unit.

The company is experiencing many interesting incidents and are living the real hard life of the plains.

Major McCoy came and joined the producing unit with several tribes of Indians.

## Fancied Facts, etc.

(Continued from page 13)

Every evening I ask them: "Who would rather have a brand new five cent piece than have their supper?" Bright children that they are, they answer eagerly: "I will." Then, the next morning I ask them "Who will pay five cents for some beautiful, well-browned griddle cakes?" and, of course, the kiddies will. When they give me back the self-same coin that I gave them the night before, I tell them that I was only fooling, and that they must wait until lunch time to eat. There, my boy, is a wonderful moral—"A rolling stone gathers no moss, but it raises lots of dust."

As I was saying, mine is the master mind of the leaping tin-types. I have developed the biggest stars—in the "lab." I have done away with credit titles. I make two pictures a week, rain or shine, and I never pay salaries to the actors. In fact, they beg me to let them work in my productions, gratis. Some of my features have thousands of extra people in them, and yet, as I said before, I never pay salaries."

"What," I asked him, "do you call these wonderful productions?" His answer was as clear and snappy as the crack of a riding whip —"Pathe Weekly."

At this point I had to tear myself away. I left him with the feeling that here was an artistic soul which was misunderstood. Continuing across the stage, I was startled by a cry of distress. The voice was unmistakably feminine, so I dashed madly to the rescue.

## Pola Negri Gets Acquainted



The above photo of Pola Negri is the leading rival in the line of stars at the West Coast Studio, being introduced around the various departments by Director Fitzmaurice,

Miss Negri started at the front door of the studio and visited every department, and got

acquainted with the gang as shown in the photo at the bottom center.

She is also shown visiting the drapery department, in the upper right-hand corner, and having a real American hot dog with Director Fitzmaurice shown in the lower left-hand corner.

## Bert and His Pet



Bert Lytell

Bert Lytell is here shown trying his best to make his Simian pet say PEP.

Bert tells us he succeeded after four bites on the finger and a slap in the face.

Lytell is a great admirer of pets and in his spare moments has lots of fun teaching them new tricks.

## Antonio Moreno



Antonio Moreno

Many of us have missed the strong countenance of Mr. Moreno but rejoice in his return to the fold in the character of Manuel La Tassa, in Gloria Swanson's new picture, "My American Wife," directed by Sam Wood



"THEY'RE COMING THRU"

# Rousing Send-Off Given Convention Delegates

Grand Central Station Literally Became Property of Famous Players Until Train Pulled Out of Shed

The excitement for the day on the departure of the boys in the East to the West started in the morning of this eventful day.

Messengers were flying here and there, porters were lugging baggage, District and Branch Managers were dropping in, saying "Hello and Goodbye" and phones were ringing in an effort to get a last minute's conversation with the various department heads before leaving.

At 4:30 the men gathered in dribbles around the information desk at the Grand Central, while in the train shed, four huge sun light arcs were flashing on and off for the benefit of the many

cameramen in order that the proper lighting could be had to get the grand entry of the bunch.

At quarter to five, a surprise was sprung when the band from the Rivoli and Rialto theatres combined, paraded around the concourse of the station, followed by fifty boy ushers, all in uniform, from these two theatres. The band was headed by two tall negro porters from these theatres bearing banners. Each one of the ushers carried a red flag bearing the name Paramount in white letters.

LIGHTS!

Then the fun began. Coming thru the gate in pairs, headed by



The delegates just before boarding the train

Messrs. Kent and Shauer, the entire delegation walked by the lights and were photographed.

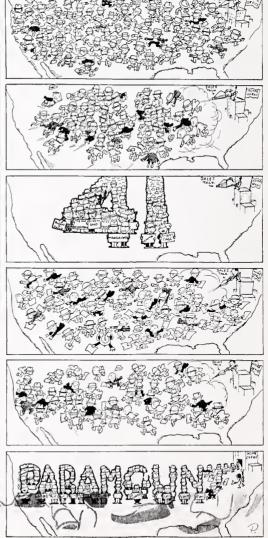
A few minutes later the lights were flashed again to get a shot of Messrs. Zukor, Lasky, Marcus Loew and Bob Kane, who had arrived a little late.

The scene was then transferred to the doors of the sleepers where many from the Home Office and wives of the executives had gathered to say goodbye. Then, all aboard, and the train slowly eased out of the terminal amid the waving of flags, cheering, whistling and band playing a popular air.

If the reception is any better than the send-off for these boys it is certainly going to be

Every individual en route to the coast was (Continued on page 4, second column)

#### The Correct Formation



IFY'RE COMING THRU"

## Claims Largest Window Display

Harry Eagles, Seattle, dressed a window 60 feet long, tieing up with "The Old Homestead." It happened in a hardware store in Wenatchee, Wash. The window was so large that two separate shots had to be taken by the local photographer in order to show it all. It was a most attractive display and from the looks of the contents, Harry must have emptied a small farm and a taxidermist shop to provide all the material. He thinks it must be the largest single window tie-up we've ever had. How about it, fellows?

#### A Puff for Danziger

Branch Manager Wallace at Chicago recently received the following letter from R. C. MacMullen, Manager of Ascher's Palace Theatre, Peoria, Ill.:

"I would like very much to have an exploitation man help me on 'The Young Rajah.' Your representative, Wm. Danziger, worked with me on 'Manslaughter,' and we were very successful. I like his work for many reasons, but mostly because he is such an agreeable chap, and a very peppy worker. He has lots of original ideas and puts them over in great style. If you can possibly arrange to have him come again, I would appreciate it very much."

Needless to say, such a splendid testimonial made Messrs. Wallace, Danziger and Claud Saunders very happy.

## Albany Chatter

#### By L. Nachman

On Thursday, November 16th, the girls in the office had a regular get-together, in the form of a dinner and a theatre party. It was given in honor of Mrs. Lake, our recent bride, and Miss Morgan, who leaves to make her home in Chicago.

After the show the gang ran down to the station to big farewell to Mr. Kempner. It was five of nine and the train was scheduled to leave at nine, so you can imagine ten girls running over the main street to get to the station.

At last the bunch got there and that train had not arrived. After talking about ten minuets we went up to the platform and saw Mr. Lasky, Mr. Zukor, Mr. Frawley, Mr. Kent and every other one of the Home Office bunch. It sure was pleasant to meet the executives of Famous Players.

Mrs. Lake has not as yet recovered from the delightful experience of shaking hands with Mr. Jesse Lasky.

## Proper Punctuation

as well.

""eyarab od bluow word and "-noz with only od brown brown bluors with light of the control of the control of the control of the was published in P.Hd theorems."

—Roβec.

#### Looks Like An Act



Recently John Clark, Sales Manager for Division No. 3, piloted a few of the boys from the field around our Long Island Studio.

The Quaker City trio was assisted by the Washington duet, making the act a lively quintette.

They were all lined up for a song but the number "went over" without it, due to the success of the individual on the left and those "things" in the lower left-hand corner. However, a good time was had by all.

In the photo left to right they are: John Clark, Home Office; Mike Landow, Philadelphia; E. E. Sutton, Philadelphia; James A. Whelan, and Lester Whelan, Washington.

## Get This

The following is a complete report of gilt frames and fanfotos sold by the Kansas City sales force during the month of October:

	Frames	Fanfotos
C. G. Kingsley	46	7,250
E. H. McClure	8	250
Bert Reisman	4	1,250
Maurice Schweitzer	7	250
Roy J. Young	12	1,250
Geo. M. Hinton	3	2,250
E. P. O'Neill	9	750
C. V. Hess	4	250
Wm. Warner	0	0

I desire to call your particular attention to the showing made by Mr. C. G. Kingsley. This salesman covers a territory made up entirely of small towlfy alpha 1338 sales were in small specific and applicable of the sales with the sales and the sales and the sales are that the sales are that the sales are when they really make an effort to do so.

"BUT ABOVE ALL THINGS. TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

> FAMOUS PLAYERS-LASKY CORPORATION Its Contents are Strictly Confidential

PAUL L. MORGAN

Editor

Vol. 7

**NOVEMBER 20, 1922** 

No. 20

#### Our Conventions

Once again a sales convention is in session. this time and for the first, at the West Coast. Looking back on these sales gatherings it is no wonder that Famous Players boasts of the "finest" in the selling of motion pictures.

Something aside from ordinary sales discussions and solutions have contributed to this cause for boast, and psychology can now put in for a strong point, giving credit to her loyalty, pep, enthusiasm and sincere activities on the part of all our big family in the duration of Paramount.

At the close of each convention everyone has voiced the sentiments in words that tell of the greatest convention to date. Then on the approach of the next the enthusiasm never sways but forges ahead until it bursts and again it is the best ever.

What a marvelous thing this is!

ls this enthusiasm instilled, born or momentarily grabbed by the Department of Distribu-Surely not the latter or our sales would tell the story.

We'll say that it is "instilled in every last man by the head of the department-the man who conducts the convention-not only with the discussion of future sales policies, but the everlasting conviction of confidence in those who carry out his policies for a "better" dis-

tribution plan.
Truly S. R. Kent has played this part and each time has sent his men back to their fields not only "sold" but instilled with that "confidence" in themselves that speak for bigger and better distribution from their territories.

Mr. Kent's talks, never written, never prepared, but just straight from the shoulder then and there, have given to us that strong desire to PRODUCE. The faith that he has placed with the boys has demonstrated his belief in the caliber of men selling our product and this in return has guaranteed undying faith of the men in him.

We know now that the convention now in session at the West Coast will be the best ever, for the enthusiasm, confidence, everythingdeparted with the boys and it will "stick."

Here's three cheers for the grandest selling force on earth and may its "Field General" live long in that capacity.

#### Alone on the Desert



This would make a good title for a movie starring Louis Marcus, District Manager at Salt Lake, who just recently visited James Cruze's company on location in Utah, who is making "The Covered Wagon."

We understand this is Lou's get-up when he

calls on some of the Navajo Indian exhibitors.

#### Fourteen to the Pound

"There's the lightweight champion of our village," remarked the talkative native to a newcomer.

"Pugilist, eh?"

"Nope—the village butcher."

# Rousing Send-Off

(Continued from second page)

most enthusiastic in his anticipation of the greatest Convention in years.

Together with this enthusiasm and royal



Rivoli and Rialto escorts

send-off and the reception they probably will receive, the convention as a whole will go down in history, not only as far as Famous Players is concerned, but the entire industry

There was no change in the list made from that which was published in PEP two weeks ago.



OH, BOYS-WHAT A HEALTHY SEND-OFF THE BOYS HAD . . . ADVICES STATE THAT WONDERFUL GREETINGS AND SEND-OFFS WERE LIKEWISE IN EVIDENCE ALL ALONG THE LINE . . . COLUMBUS EXCHANGE ENTERS COLUMNS OF PEP-WELCOME. COLUMBUS . . . WILKES-BARRE HAS A SURPRISE—SEE A COMING ISSUE . . . WE WILL SHOW YOU THE SIOUX FALLS STAFF AND EXCHANGE SOON ... S ... W ... A ... LOU EDELMAN, WASHINGTON, D. C., AC-CESSORIES MANAGER, WAS IN LAST WEEK . . . H. O. EXCEEDINGLY QUIET NOW . . . PEP HAS A MOVIE CAMERA NOW . . . WATCH FOR OUR MOVIES IN PEP . . . WE TRIED IT OUT ON JOHN CLARK . . . YEH! AND IT WORKS . . . U . . . S . . . L . . . ALICE BRADY MADE A PERSONAL APPEARANCE IN MIAMI WHILE ON LOCATION ... W ... C ... N ... MACEY HARLAN ADDED TO "BELLA DONNA" CAST . . . CHARLES DE ROCHE, OUR NEW STAR FROM FRANCE, GIVEN HEARTY RECEPTION IN N. Y. . . . ROUND AFTER ROUND OF INTERVIEWERS ... S ... L ... R . . . H. B. FOX IS THE NEW ACCESSORIES MANAGER AT DENVER . . . CECIL B. DE MILLE TO PRODUCE THE TEN COMMANDMENTS . . . W . . . R . . . S . . . TOM MEIGHAN TAKING TWO WEEKS' VACATION AT WHITE SULPHUR SPRINGS . . . VICTOR FLEMMING HAS LEFT FOR HOLLY-WOOD . . . DOROTHY DALTON HAS ALSO GONE TO WEST COAST . . . H. Q. BURNS APPOINTED ACCESSORIES MANA-GER FOR CANADA SUCCEEDING A. G. NICHOLS, RESIGNED, ON ACCOUNT OF ILL HEALTH . . . SEE BACK PAGE—LAST MINUTE WIRE FROM THE COAST.



IT'S WORTH WORTH RUNNING ADVERTISING

# My Experience With Accessories Sales on Percentage Bookings

By Samuel Cohen-Cincinnati Accessories Manager

Here at the Cincinnati Exchange we try to practise what we preach. When we tell the

Here at the Cincinnati Exchange we try to practise what we preach. When we tell the exhibitor "it pays to advertise," we translate that to mean "it pays US to advertise" when we become temporary exhibitors in those cases where we sell our product on a percentage basis. The natural conclusion is that percentage bookings increase our accessories sales. Careful analysis, however, shows that this is true only to a certain extent. The trouble lies in the interpretation of the word "advertising." A great many exhibitors (this is true particularly of the big fellows—the first-run accounts) and a lot of narrow-visioned salesmen seem to think that by advertising is meant newspaper advertising. They look upon accessories (display advertising) as sort of an illegitimate child and either treat it with disrespect and indifference or else make use of it in very limited fashion.

This is absolutely wrong. It is mighty poor business. Proportionately greater results could be obtained even if only a part of the money devoted to newspaper advertising were spent on accessories. Understand me, please, I am not "knocking" the newspaper as an advertising medium. I am merely pointing out what is really an obvious fact, that motion pictures can be more economically and effectively advertised thru

display advertising than by newspaper adver-

In those cases where we sell our pictures on a percentage arrangement which for the time being puts us in partnership with the exhibitor. we should insist that a reasonable amount of money be invested in accessories. Newspaper advertising when supplemented and reinforced by display advertising is a powerful combination that seldom fails to bring home the bacon.

In the past a percentage booking has been looked upon as a means of getting more film revenue out of a theatre. The time has come when we should also see in it an opportunity for educating the exhibitor to appreciate more fully the power of accessories advertising.

Everyone can and ought to help—the salesman who arranges the terms of the percentage contract—the sales manager or branch manager whose duty it is to O. K. the contract—the exploiteer who very often is called upon to put the picture over-and the accessories manager who is directly responsible for the sale of accessories and whose voice ought to be raised in loud lament if accessories are disregarded.

It is possible to develop percentage bookings into a fruitful source of accessories revenue. This will have the effect not only of yielding us considerably more money in film rentals on the individual pictures thus played, but it will also make a better showman of the exhibitor.

## Peppy Paramounteers



Our Indianapolis Accessories Department boasts of a lively quintette of Paramounteers. They are ever on the alert in their efforts to keep the Indianapolis Accessories Department

Reading from left to right, they are: Helen Finnegan, Edwin Campbell, Art. Mueller, Accessories Manager, Arthur Schmaltz and Maurine Jaquith.

#### What I Think of Window Cards

#### By H. M. Holloway-Phila. Accessories Mgr.

If you were to ask me to make up for you a list of all the advertising accessories that we sell—arranged in the order of greatest demand, I would place Window Cards very near the top

My reason for this is-that if the window card is really attractive, there is very little trouble in selling it to every exhibitor. I have had numerous demands for window cards on productions for which we furnish only the standard accessories. Quite a number of exhibitors in small towns will send in an order asking for this item on every one of the shows they list.

I find that cards containing only block letters such as GOOD PROVIDER are hard to sell in this territory, but where they consist of a scene in bright colors like every one so far on the new group, the exhibitor places his order without question except as far as price, and when we tell him \$5.50 per hundred, that's enough. He orders as many as he can possibly

Some time ago when one of our first run exhibitors had closed his contract for the 41, he came over to me and asked to see the window card on "BLOOD AND SAND." I showed it to him. "Fine, send me up 200 right away." Before he left I had sold him 200 on "GILDED CAGE" and "NICE PEOPLE" with the parting exclamation that he was glad Paramount had started making some regular window cards. This same exhibitor had raved because he could not get them on some of our other shows and even when we did have them-called them "rotten" and had his own made up from a full page mat, and if he could not get one, then from a four-column mat.

I honestly believe we could sell them on every one of the "41" if all came as good as the ones we are receiving now, for I do not remember having received one unfavorable comment. Price no longer seems to be an obstacle, and the new cards are all that the exhibitor wants them to be. With this combination I hope to exceed all previous sales records at this Exchange for this particular item, especially with "BLOOD AND SAND" and "MAN-SLAUGHTER," getting near the 3,000 mark at this time.

# New Haven on Rampage

V. Johnson, New Haven Accessories Manager, has been on the warpath and is selling gilt frames to everyone who comes within speaking distance of him.

In the last four weeks New Haven has sold 78 frames, 56 of which were sold in one week. This on top of the sale of 165 frames during Paramount Month, with a record of 79 frames for the week of September 2nd.

The result is evident. New Haven before that had been selling on the average of 150 insert cards per week. Their latest report shows the sale of 416.

#### **Growing Older**

The baby Exchange at Wilkes-Barre refuses to be classed as such any longer. Mr. Weldon Water, Accessories Manager there, started off a baby-sized accessories business the first week Wilkes-Barre was opened, but immediately thereafter their accessories business grew bigger and better.

To date we have their reports for nine weeks of business. They are already doing close to

\$500 average per week.

Hear Ye, it will be Mr. Wilkes-Barre after

#### Cleveland Scores

Our Accessories Department at Cleveland last week broke all records for selling heralds.

They disposed of 70,500, which is 21,000 more than they sold during the week prior to Paramount Week.

Yes, and Andy Jacnic, their Accessories Manager, is in the Detroit Exchange temporarily, so we hasten to congratulate his department in Cleve-

# Seeing Is Believing

Prominent and Efficient Display of Accessories Proves That Seeing Plays a Big Part in Accessories Sales

#### By Samuel Cohen, Cincinnati Accessories Mgr.

Unless I miss my guess completely, I predict that the coming year is going to be the biggest year for accessories that we ever experienced and it is due to just one fact: the obviously high-grade quality of our accessories.

This letter is being dictated at nine o'clock this morning. When I got in at 8:30 there was an exhibitor waiting for me from Wilmington, Ohio, who had just booked group six. He had brought with him an order for accessories on the first few pictures in that group. In proportion to his film rentals it was a small order, so instead of copying it down I took him outside in the stock room and started to show him some of the stuff. The result was that we got the biggest single order we have ever got out of this town. It was not the result of salesmanship, it was simply proof of the

old adage "seeing is believing."

To give you an idea of this exhibitor's reaction, I happened to show him the 22 x 28s on "OLD HOMESTEAD" first. You should have seen the look in his eyes when he turned around and said, "I'll take ten of these," and by the holy pink-toed prophets he did take ten 22 x 28s on each of the big pictures. Not only that, but he felt sore after seeing the rotogravures on "MANSLAUGHTER" and "BLOOD AND SAND" because the company had not made any on "OLD HOMESTEAD." So instead he took 3,000 heralds on this last subject whereas he had previously never used more than 500. And so it goes. During the past few weeks we have sold ten 24-sheets to exhibitors who had never used more than one or two, ctc., etc. I sometimes half believe that even a ten-year-old would have very little trouble in selling such accessories as have been provided on the group six pictures.

# In the Foreign Field

#### Three Home Office Lassies



These three young ladies in the above photo are members of our Home Office Foreign Publicity Department, under the general supervision of E. E. Shauer, and managed by O. R. Geyer.

Between the three they supply the orders of the

Between the three they supply the orders of the huge demand for publicity in the way of cuts, mats, press stories, stills, etc., to thousands of fans in other countries together with all publications thruout the world.

The lady on the left, Miss Josephine Doty, Assistant Manager, has been connected with the department a little over three years and her name has become a by-word with the fans of all foreign countries thru her chatty and interesting stories about our actors and directors.

Miss Marie Dunn, in the center of the group, sees that two hundred publications receive their monthly ollotment of mats and cuts. From seven hundred to a thousand mats and approximately three hundred cuts are required to meet the monthly demands upon this department.

To Miss Ruth Peterson, on the right, falls the lot of supplying between three and four thousand photos every month for the various newspapers and other publications. No two papers in any city receive the same photos.

In all, Mr. Geyer can boast of an efficient trio in the Misses Doty, Dunn and Peterson.

パラマウント映画株式会

# For Your Information

This is the address of our Tokyo office in Japan.

For translation of this you will have to refer to E. E. Shauer's Foreign Department.

## A London Miss



Our London offices have their girl athletes. Miss Boddington is typical of our output at that office.

Seldom have we heard of more enthusiasm being registered than is at present evidenced by our London organization.

The Convention Special Pulling Out Of



#### Toronto Tattle

#### By G. A. Smith

The Annual Convention in Canada will be held here about December 5th, following the return of G. E. Akers from California. In addition to the Canadian Branch Managers we are expecting a notable contingent from the Home Office.

Arrangements for the Paramount Review, to be held early in the year, are progressing merrily. Our quintette held an elimination contest the other day and it is now a trio—"Ajay" Ferte, "Tubby" Long and "Smiling Jim" Foy.

According to advance press agent reports Mr. Ferte will open and close the show, but it is hoped these two acts will not be simultaneous. He has selected as his closing number a Hula Hula dance to be staged to the accompaniment of an aria from Madame Butterfly.

Our bowlers tumbled from their lofty heights this week when Leo Haag came a cropper and they were forced to call upon the Exploitation Department for assistance. Even our valiant efforts were insufficient to stem the tide and we went down to an inglorious defeat, losing two out of three to Vitagraph. This leaves us in second place.

A. G. Nichol, who recently joined us as Accessories Manager, is scriously ill as a result of an accident sustained in active military service. He has been succeeded by H. Q. Burns.

The name of our Social Club has been changed to Paramount Pep Club and C. H. Weeks, our Branch Manager, has been elected Chairman. A busy season is expected this winter

## How Goes It?

Sophisticated Foreign Language Prof.—"And the Japanese language is the only one that has no cuss words. It is sublime to think of a language with no vulgarity!"

language with no vulgarity!"

Bright Stude—"Then how do they start their Fords on a winter morning?"

## Be A Bailey

#### By "Walt." Lindlar

Dear Pep:

Did you ever hear tell of how Barnum and Bailey formed their now famous partnership?

Alright, I'll tell you!

Once upon a time (all good stories must start that way) Mr. Bailey was the proud possessor of an elephant named Jumbo in the parlance of the circus, a "bull"—which Mr. Barnum coveted much. So Mr. Barnum, being a live-wire showman, and wanting the biggest and best—in other words, the Paramount attractions—dispatched a trusted agent to negotiate with Bailey for the purchase of Jumbo. The agent returned with the sad tidings that Mr. Bailey needed Jumbo and intended to keep him on the Bailey lot.

To make a long story shorter, three agents were sent to the Bailey show to secure Jumbo and all returned empty handed. (Empty handed sounds funny when you're after an elephant, doesn't it?) So Barnum wired Bailey: "Name your own price for Jumbo. Must have him." But no reply. Again he wired: "Need Jumbo will pay anything for him." And still no reply. All of which piqued the great Barnum sorely, so he boarded a train for the town in which the Bailey show was pitched to have it out and secure Jumbo at any price.

Upon his arrival Barnum was dumbfounded to see twenty-four sheet reproductions of his wires to Bailey.

Gazing long and thoughtfully upon them, he was heard to exclaim: "Hell, we don't need Jumbo—we NEED Bailey!"

MORAL: Be a Bailey.

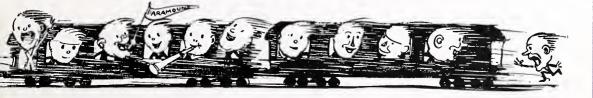
# Hynes Again

Dan Hynes, Storehouse Manager, has trotted out another of the 57 varieties. This time it's a Fanfoto Catalogue.

Each one of you Accessories Managers will receive a sample of these Fanfoto Catalogues very soon. It should be a wonderful help in the sale of Fanfotos. They can stand a little boost, since the sales have slumped a bit in the last few weeks.

Let us reward Dan's interest in these matters by showing him what we can do. If you need any copies of the Fanfoto Catalogue after you receive the sample, write to Dan. Get 'em and give 'em to your salesmen.

# Grand Central Station All Pepped Up



# Kansas City Gives Royal Welcome To Delegates

# Hello! Columbus Exchange

By Reacon-Didge

Hello, "Gang": This is F. P. L. C.—Columbus, Ohio, talking. Tune in "on high tension wire" 5,500 voltage, and hear our happy family sing, "Hail, Hail, The Gang's All Here."

Yep-You are right—this IS the banner office-It's the best in Ohio-Ohio is the best in the Union, and who dares contradict that U. S. A.'s Atlas' best province.

That being settled—AMEN.

We have with us some old-timers, who took their academic work in other Exchangs, but come here for their Post Graduate course—among them Manager Dodge, Booker Kratz, Accessory Hagerty, Shipper Patterson and Exploiteer Ridge.

"You cannot dodge—Dodge," Quoth Exhibitor chorus in Columbus, Ohio.

And therein lies a tale:

That's why Columbus office is the banner one of the old U. S. A.

"As Ohio goes, so goes the Nation," say the political seers. And as Columbus Exchange goes, so follows the country.

This is but a friendly warning to all of you.

Neal Hagerty, who applies the accessories pulmotor to gasping exhibitors, says he will even accounts with Sammy Cohen in Cincinnati, Ohio, on account of sales in this territory.

Oh You "T" to "T" salesmen-Look to your oars—"Meester" Clark (not the Dapper John) but M.R. is clogging the contract department. Boys, he is a "whale," (236 Ringside) three a day he apologizes for.

But "Meester" Clark is not alone. The woods is filled with them since H. A. Ross stepped on things in these parts—"Foster," yep, L. W., that's him—"Knock 'em cold Foster" is bringing the market on Paramount from new Lows to Record Highs—Marietta, Parkersburg, Bluefield, Williamson, Ironton, Portsmouth, Chillicothe, Newark, Springfield—a dozen other lesser lights, all in a couple of fortnights. Keep both your "peepers" on "Knock 'em cold Foster."

You bookers should glimpse Charley Kratz doing a Charlie Chaplin all day long. Charley transferred the Columbus, Ohio, territory from Cincinnati without a miss out.

G. K. Haddow, office "efficienteer" for H. A. Ross, is busier these days than a Hod Carriers' Union's business agent during a strike. G. K. is requisitioning an aeroplane from the Home Office for service between Detroit, Indianapolis, Columbus, Cleveland and Pittsburgh.—He is liable to "drop in" any old time.—Hence the efficiency among all employees.

Yep, there are a few others out here—another issue for them. There is our own "Abe" Eskin, the W. Virginia traveler. He traded a half dozen suits of clothes for hip boots and a "44," so that he might feel at home down "thar."

#### A Prize Letter



Jesse L. Lasky, Jr.

Shortly after Mr. Lasky arrived from the West Coast on his last trip he received a letter from his son, Jesse L., Jr., telling in brief of his escapades during Hallowe'en.

Before reproducing the letter we wish to call your attention to the fact that Jesse L., Jr., writes a real letter, for he not only tells what is going on, but illustrates admirably at the side and under certain para-

graphs and we regret we are unable to reproduce his lively submission in the magazine. The letter read:

#### Hallowe'en

Halloween I had a goodtime. Mary, Cany Bill and I met at bills house where Mr. Buckland blackened are faces with bernt cork. We then went all over Hollywood having fun. We hung a garbage can on a telephone pole and when we rang a ladys door bell she turned the hose on us. We went to the Hollywood school and put the benches in a tree. at one time a cop chased us but we got a way. It was about nine oclock when sudenly a car drove up to the cerve and a cop called us over and said I think we hed better take you to jail! (turnover) then he said how would you like it and I said not at all. then he turned to anuther cop and said is sell no. 11 empty and the outher cop said yes and then he said "we have taken a lot of boys to jail but! we will make a bargain if you boy will go right home and go to bed we will let you go tonight but if you dont you can come to jail with us and we said we would and he said we have hed some bad complaints but good night! So we did and that is all. Jesse L.

See Back Page

# See Last Minute-Gram On Back Page

# The Stop-Loss by 100% Sales

By Jad

One of our greatest problems is the stoploss of the leakage caused by incomplete sale

of our output.

It is more than ever necessary to sell our product one hundred per cent in each town, otherwise we cannot intelligently plan our forthcoming seasons' releases nor keep apace with the increasing demand for better pictures.

We must anticipate our income by having each picture absorbed at its market value in every town. Only by doing this can we obtain and apportion the funds necessary to round out properly a line-up of releases that means the very existence of the exhibitors' proposition as well as our own.

We set our hearts, spend our money and employ all of our talents and facilities to make as near approach to perfection of product as is humanly possible. This protects the exhibitors' investment by affording him a dependable product and a constant source of supply.

Efficient sale of our productions without eliminations will serve not only to prevent the economic necessity of our lowering the standard of future releases to meet any loss of revenue, but will make possible additional effort on our part towards improving the quality of our output.

The few pictures that some exhibitors wish to eliminate seem weak only by comparison to our great majority of really big productions and we should not penalize ourselves for making such a large percentage of outstanding box office attractions.

The results from a highly consistent product like ours is, must be based on an average thruout rather than by analyzing the returns from an occasional picture and using that as a basis for eliminations.

Our business differs from most of the mercantile lines in that we have but a limited field to cover and if we fail to sell our product in a given town or eliminate certain pictures, we have no other outlet in the town, as theatres cannot be grown, mushroom-like, where they do not exist.

When each production is completed its cost is then definitely known and subsequent over-head such as maintenance and selling costs can be closely computed.

In establishing our sales quotas for each picture among our known avenues of distribution, we have included a fair return and if we fail to realize the amount allotted by the elimination of certain pictures, we are penalized not only the fair return to which we are entitled but also the production and maintenance cost of such productions that may be eliminated.

To the extent that we suffer this leakage, to that extent will our production and sales be limited by conjecture.

## Calgary Wits

By Muriel Storey

We notice by the last issue of PEP that Mr. O'Neill, at Toronto, rolled up 263 bowling, and Bill Kelly challenges Mr. O'Neill on their first meeting to a game, because Bill bowled 276 last week.

As you know, we are going to move very shortly and Mr. Marshall, our Manager, is very busy planning how to get in enough bunks to hold all the paper and still have room for the staff.

Mr. G. E. Wyatt, our Salesman, is leaving us this week and going to San Francisco. Everybody is very sorry that George is leaving us and we all wish him the best of luck.

Bill Kelly is going to take Mr. Wyatt's place on the road, and we expect great things from Bill, and have already ordered another flock of contracts.

Bill's brother Tom is going to take his place as Booker and Mr. George Lynch will be our new shipper. We feel both Tom and George will readily adapt themselves to their new positions.

#### Cincinnati Scintillations

#### By Samuel Cohen

We nearly died laughing the other day when we heard the girls in the Contract Department bragging about some of the cute things they said when they were youngsters. Valera Theis said that when she was a little girl she asked her mother one day: "Mother, what is prayer?" Her mother answered, "It is a message to God." To which young Valera, even at that early age, replied: "Now I understand why we always pray at night—to get the benefit of the night rates."

of the night rates."

The opening of the new exchange at Columbus has sadiy depleted our office personnel. Neal Hagerty, Charlie Kratz and Carl Patterson have been transferred to the new exchange to assume their respective duties of Accessories Manager,

Booker and Head Shipper.

## Albany Chatter

#### By L. Nachman

After the long-promised visit, the twins, Brother and Sister Kempner, eame down to the office on Tuesday. Brother took a walk around and inspected the office and Sister just sat and watched with interest Brother's manoeuvers.

Mrs. M. B. Murphy, our Chief Accountant, has announced her engagement to Mr. George Eddy, of Albany. Best wishes, Mrs. Murphy.



# In and Around Paramountown

By A. H. Shirk

Cecil B. De Mille is now busy on interior scenes for "Adam's Rib," which unique title has been chosen for his new production—scenes which show the luxurious apartmnts of the exiled king of Morania, played by Theodore Kosloff. Shortly scenes will be made aboard Mr. De Mille's own yacht, "Seaward." Jeanie Macpherson wrote the picture which features Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson, Pauline Garon. Julia Faye was recently added to the supporting cast.

James Cruze is having tough sledding up in Utah. Snow has been the cause of both good and evil. He got an excellent sequence in the snow for "The Covered Wagon," but continued storms do not help a bit. The lamentable death of J. Warren Kerrigan's mother while the actor was on location and his necessary departure for Hollywood, temporarily, was another regretable occurrence. "Jack" Kerrigan is beloved of all the troupe and there was genuine sorrow expressed at the sad news. But through everything, good weather and bad, James Cruze is shooting and getting wonderful results.

shooting and getting wonderful results.
Gloria Swanson is temporarily resting before starting on "Prodigal Daughters," another Sam Wood production, adapted by Monte M. Katterjohn from the story by Joseph Hocking. Miss Swanson recently completed "My American Wife" with a sequence in which she appeared as an ancient Inca princess in a beautiful setting showing a weather-side temple.

Mary Miles Minter will start shortly the popular story by John Fox, Jr., "The Trail of the Lonesome Pine," with Charles Maigne directing. Will M. Ritchey adapted this story of the Cumberland Mountains, one of the most delightful romances that has ever been told.

The Arabian desert has been reproduced—a part of it at least—for "Bella Donna," Pola Negri's picture, a George Fitzmaurice production. Here is pitched the big tent occupied by Baroudi, the half-Arabian chieftain played by Conway Tearle. Ouida Bergere adapted this novel by Robert Hichens.

Jack Holt is to do "The Tiger's Claw," an original by Jack Cunningham, who adapted "The Covered Wagon." It is a tale of wild adventure in East India. Holt is now doing "Nobody's Money" with Wallace Worsely as director. This is a comedy and the contrast will be marked.

Betty Compson and company making "The White Flower" in Hawaii, will return with the company the last of this month. Julia Crawford Ivers both wrote and directed this picture. It will be filled with the beauty of the tropic location.

(Continued on page 15)

#### Doc Stern to the Rescue



An unusual technical point came up during the filming of "Dark Secrets," Dorothy Dalton's latest picture, and Doctor Emanuel Stern, left, was called in to help Director Victor Flemming solve it.

In the picture Miss Dalton has a spinal injury which causes paralysis, and is here shown in the immobilization bandage Doctor Stern made for her.

## Long Island News

#### By E. W. Wingart

George Fawcett, the veteran character actor who came from the coast especially to play the rôle of Captail Barzil Dunsack in George Melford's production, "Java Head," will leave this week for the Lasky studio in Hollywood, where he will assume the character rôles in other forthcoming Paramount pictures.

Following the completion of his latest picture, "Back Home and Broke," Thomas Meighan has gone to White Sulphur Springs, W. Va., for a two weeks' vacation. He is accompanied on the trip by Laurance Wheat, who has played with Meighan in his last three pictures.

Director Victor Fleming, who has just finished "Dark Secrets," Dorothy Dalton's latest picture, and Charles de Roche, the newly arrived French film actor, have left New York for Hollywood. Mr. Fleming will prepare for his next picture, "The Law of the Lawless," in which Miss Dalton will be starred and supported by Mr. de Roche.

The new Paramount player, Charles de Roche, who arrived recently from France to begin work under the guidance of American directors, was given his first glimpse of American production methods when he visited the company's Long Island studio the other day.

After making a thorough inspection of the huge studio, de Roche exclaimed with all the fire of his French temperament:

"I shall never, no, never, go back to France! Why, we have only little studios in our country. This is marvelous. You have so many lights. I know I shall be very happy making Paramount pictures."

Mr. de Roche, who is to play opposite Dorothy Dalton in her next Paramount picture, "The Law of the Lawless," by Konrad Bercovici, visited every nook and corner of the studio. He could scarcely believe his eyes.

"No wonder American made pictures lead the world," he said after his visit. "You have everything in the world to work with."

Arthur Cozine, Location Manager, has returned to the studio from Miami, Fla., where Alice Brady and her company are making South Sea Island scenes for "The Leopardess," under the direction of Henry Kolker.

Val Dixon, violinist for the Melford unit, gave a dinner party recently, at his home in Tappan, N. Y., for members of the "Java Head" company. Those who enjoyed the excellent food and good time were: George Melford, Jacquline Logan, Leatrice Joy, Jack Gilbert, Albert Roscoe, Barbara Bedford, Mr. and Mrs. Waldemar Young, Cy. Clegg, Mrs. Al Smith, Arthur Hull, E. W. Wingart, Rudolph Bylek, Peggy Cleary and George Dixon.

#### Casting Director



W. W. Cohill

This will introduce William W. Cohill, our new Casting Director of our Long Island Studio.

Mr. Cohill is a live wire from start to fin-

ish, having spent fifteen years on the legitimate stage, leaving that work to go with the Lubin Stock Company in Philadelphia. After that he was with Metro, World, Famous Players and a number of Independent Producers, until he entered the Motion Picture Agency field.

After two years in this line, he became Casting Director of the Motion Picture section of the Actors' Equity Association, acting in this capacity for two years until he severed his connections there to become Casting Director at our Long Island Studio.

A hearty welcome to Mr. Cohill!

# The Round-Up



James Cruze had a round up of all his own recently when he summed the delegation shown in the above photo for a picture for PEP.

From left to right they are: two actors playing the part of pioneers, John Fox, Jr., James Cruze, Director, Alan Hale and Dorothy Arzner, Script Clerk, Charles Ogle, Adam Hull Shirk and Lois Wilson.

#### Essence of Pep

14



Of all the peppy smiling individuals in our picture family, Agnes Ayres is displaying the peppiest smile we've seen, in the above photo.

Miss Ayres is a great reader of PEP and believes in the "gospel" of Paramount PEP from beginning to end.

She is a real Paramount PEP girl.

# Mayor of Honolulu Acts as Interpreter

Maintaining that the best of everything should go into its making, Julia Crawford Ivers secured the services of no less a personage than the Mayor of Honolulu to act as interpreter in directing the native actors in Betty Compson's latest picture, "The White Flower."

Although the principal rôles of the picture are played by a cast of actors from the mainland, many of the native rôles were filled by Hawaiians recruited in the islands where the picture was

Prominent among the native players were those chosen to interpret the rôles of the "kahuna" or sorcerer and sorceress. Neither of the players chosen understood sufficient English to be directed in that tongue. So Mrs. Ivers secured the services of the best interpreter in Honolulu—none other than Mayor Wilson.

and page of the control of the contr

#### Shirk Writes:

Dear Mr. Pep:—I wish I could tell you what a remarkable picture "The Covered Wagon" is going to be, or, better still, I wish you could have been with me on location in the wilds of Utah and gained a first-hand idea of what it is like to make a picture ninety miles from nowhere and how marvelously realistic will be the scenes so obtained.

You know George B. Carpenter, Manager of the Paramount-Empress Theatre in Salt Lake? And, of course, you know Louis Marcus, our District Manager in that territory. Well, they came down to camp one Saturday night, with a newspaper proprietor from the same city, and spent Sunday and Monday as James Cruze's guests. And they went away convinced, I'm sure, that this was an undertaking worthy of record on the memorial tablets of Paramount.

It would take a whole number of PEP to tell even a tithe of what the devoted company of players and technical experts are undergoing way up there out of touch with the world. They are snowed in at this writing (Nov. 7) and only able to get in and out by sled or heavy truck. But they are not downhearted and the work is progressing. If absolute fidelity to the actual facts of history, a charming romance, thrills without number and magnificent scenic backgrounds go to make a great picture then this one is going to set a record that will be hard to beat.

Yours for Paramount.

ADAM HULL SHIRK.



# The Lost Chord



rqmod ytts# vs. ",ti taol svan ylsnus uoY" bno ,bioinly Heshfift of "hll'AbiX" ui fafa ,nos alon albit a haffir-refull lift hishwrkas latario albiti Afehur Hull, hoi buota lift no vhourah Smith, Arthur Hull, hoi buota lift io vhourah Bytek. Peggy Cleary and George Dixon.

# On the Set With Matty Cohen

THE CHARGE OF THE LIGHT BRIGADE By

THE ELECTRAL CREW OF THE OUTCAST CO.

Interlocutor-Mr. Palmer

End Men

Bill Meyerhoff Chas. Pfeiffer Griff Davies Jim Sheehan John Dolan Eddie Meixner

OPENING CHORUS \* Don't use a live wire for a toothpick

Mr. Palmer—Say Bill, will you kindly tell me how you came to be an electrician?

Bill—Sure, I was born near BATTERY Park. Chas.—It must have been a shock to your family. Bill—Not exactly, 'tho the old man did get lit up. Mr. P—Charlie, what is your favorite paper? Chas.—The electrician's paper.

Mr. P—What's that?

Chas .- The Globe.

*Mr.* P—Griff, can you tell me who invented the Arc light?

Griff-Sure, Noah did that.

Jim—I suppose Noah invented the flood light, too?

Griff-No, Henry Ford did that.

Jim-Show me!

Griff—Didn't he invent the flivver?

Jim-He did.

Griff—And then came the flood.

Mr. P—Jim, I hear you had an accident yesterday?

Jim—Yes, sir; a cooper-hewitt light fell on me.

Mr. P—Were you hurt badly?

Jim—No, sir; it wasn't a hard light.

John—Mr. Palmer, tomorrow is Columbus day. Do we get the holiday off?

Eddie—It don't look like it.

John—I didn't ask you, but as long as you know so much, maybe you can tell why we don't get the day off?

Eddie-It isn't a Jewish holiday is it?

John—Mr. Palmer, I suppose you know that the stork visited the electrical shop last night.

Mr. P—Why, that's impossible.

John—Impossible, hell; when I came to work this morning, the first thing I saw was a brand new baby spot.

CLOSING CHORUS—Don't fix the light above the clock, 'cause the boss said don't work overtime.

# Assistant to King

Ned Hay, who has held the post of Casting Director at our Long Island Studio since the opening, until taken over by William Cohill, has been made special Assistant to E. C. King, Studio Manager.

#### A Big Scene



Above is a replica of the ballroom of the President's mansion in Buenos Aires, Argentina, as reproduced for Sam Wood's production, "My American Wife," starring Gloria Swanson.

# De Roche Arrives

Charles De Roche, our new star, arrived in New York a week ago Sunday, ready and set for his initial appearance in American made pictures.

Mr. De Roche, after receiving many interviewers at his headquarters in the Hotel Commodore, left for Hollywood where he will play opposite Dorothy Dalton in "The Law of the Lawless."

Following the completion of this picture he will assumed the title rôle in "The Spanish Cavalier." It will be remembered that it was in "The Por-

It will be remembered that it was in "The Portrayal" as a dashing Spanish adventurer that he first came to the attention of Mr. Lasky with the result that he was engaged immediately to appear in Paramount pictures.

# Around Paramountown

(Continued from page 12)

"Racing Hearts," by Byron Morgan, is affording Agnes Ayres a splendid vehicle in a new vein for this charming star. Paul Powell is getting all the excitement and thrill possible out of this twelve-cylinder comedy drama. Jerry Wonderluch and other famous race drivers take part in this picture. Will M. Ritchey adapted the story and Richard Dix is leading man. It is full of the atmosphere of the automobile industry, the race track and the romance of modern business as well as love.

Cecil B. De Mille's \$1,200 contest for a new scenario idea, closed the first of this month with a total of over 25,000 entrants. The results, it is lipoed, will be announced by the Los Angeles Time's. The idea has been a great one and productive of real-value.

William de Mille expects to start "Grumpy" here about December and is now conferring in New York with Clara Beranger upon the scenario.

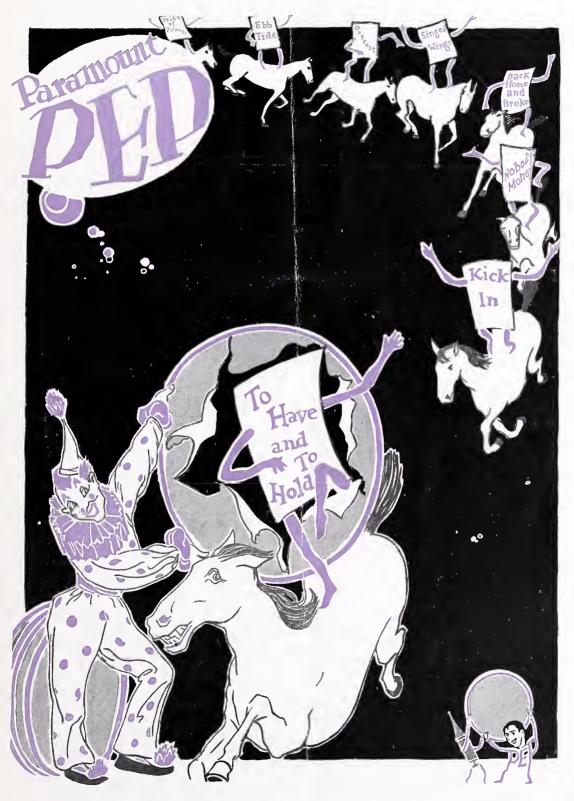
# LAST MINUTE-GRAM

NOVEMBER 20

LOS ANGELES CALIF PEP F P I —NFW YORK

BIGGEST RECEPTION EVER ACCORDED INCOMING DELEGATES TO ANY CONVENTION HERE MARKED TODAYS ARRRIVAL OF PARAMOUNT SPECIAL TRAIN . . . MET BY AGNES AYRES GLORIA SWANSON LEWIS STONE SAM WOOD WALTER HIERS ANTONIO MORENO AND OTHER STARS AND DIRECTORS . . . . ZUKOR LASKY KENT OFFICIALLY WELCOMED TO CITY BY MAYOR GEORGE E CRYER AND DELEGATIONS FROM THE LOS ANGELES AND HOLLYWOOD CHAMBER OF COMMERCE WHOSE EFFORTS MADE POSSIBLE HOLDING OF BIG MEETING IN THIS CITY ALSO MARCUS LOEW . . . . PARADE OF ONE HUNDRED MACHINES FORMED AT STATION AND PROCEEDED TO EXCHANGE NINE TWENTY FOUR SOUTH OLIVE WHERE ZUKOR LASKY KENT LOEW WOBBER REVIEWED THE MACHINES CARRYING DELEGATES AND SCORES SOUTHERN CALIFORNIA EXHIBITORS GATHERED TO WELCOME FILM INDUSTRY HEAD . . . AT STATION PRETTY MAUDE WAYNE PLAYER IN PARAMOUNT PIC-TURES SHOWERED DELEGATES WITH RIPE CALIFORNIA ORANGES FROM LARGE FLOAT BUILT TO RESEMBLE ORANGE . . . . AMER-ICAN LEGION BAND FURNISHED MUSIC . . . . AT KANSAS CITY MAYOR FRANK CROMWELL HEADED CHAMBER OF COMMERCE DELEGATION OF SEVERAL HUNDRED MET TRAIN AND OFFICI-ALLY INVITED CONVENTION TO MEET AT KANSAS CITY NEXT YEAR . . . AT CHICAGO DELEGATES STOPPED OFF AND VISITED NEW MCVICKERS THEATRE . . . . CONVENTION FOR-MALLY OPENS TUESDAY MORNING KENT PRESIDING WITH PRESENTATION REPORTS BUSINESS CONDITIONS THRUOUT COUNTRY . . . TUESDAY EVENING BIG STUDIO BANQUET IN PREHISTORIC FOREST ADAMS RIB CECIL B DE MILLE TOAST-MASTER . . . . HERE DELEGATES WILL MEET OTHER PARA-MOUNT STARS DETAINED TODAY AT STUDIO FOR WORK . . . . FOUR HUGE TREES FIFTY FEET IN CIRCUMFERENCE BEING MOVED TO PROVIDE ROOM BANQUET TABLES SPEECHES BY **ZUKOR LASKY KENT** 

BARRET C KIESLING



"THEY'RE COMING THRU"

# Rousing Send-Off Given Convention Delegates

Grand Central Station Literally Became Property of Famous Players Until Train Pulled Out of Shed

The excitement for the day on the departure of the boys in the East to the West started in the morning of this eventful day.

Messengers were flying here and there, porters were lugging baggage, District and Branch Managers were dropping in, saying "Hello and Goodbye" and phones were ringing in an effort to get a last minute's conversation with the various department heads before leaving.

At 4:30 the men gathered in dribbles around the information desk at the Grand Central, while in the train shed, four huge sun light arcs were flashing on and off for the benefit of the many cameramen in order that the proper lighting could be had to get the grand entry of the bunch.

At quarter to five, a surprise was sprung when the band from the Rivoli and Rialto theatres combined, paraded around the concourse of the station, followed by fifty boy ushers, all in uniform, from these two theatres. The band was headed by two tall negro porters from these theatres bearing banners. Each one of the ushers carried a red flag bearing the name Paramount in white letters.

LIGHTS!

Then the fun began. Coming thru the gate in pairs, headed by



The delegates just before boarding the train

Messrs. Kent and Shauer, the entire delegation walked by the lights and were photographed.

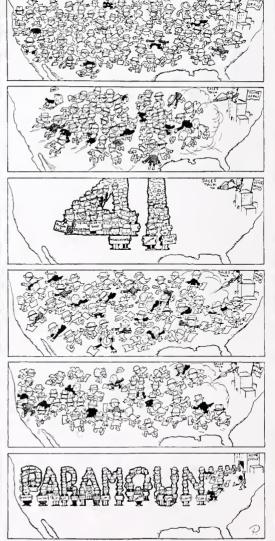
A few minutes later the lights were flashed again to get a shot of Messrs. Zukor, Lasky, Marcus Loew and Bob Kane, who had arrived a little late.

The scene was then transferred to the doors of the sleepers where many from the Home Office and wives of the executives had gathered to say goodbye. Then, all aboard, and the train slowly eased out of the terminal amid the waving of flags, cheering, whistling and band playing a popular air.

If the reception is any better than the sendoff for these boys, it is certanily going to be a "beaut."

Every individual en route to the coast was (Continued on page 4, second column)

#### The Correct Formation



## Claims Largest Window Display

Harry Eagles, Seattle, dressed a window 60 feet long, tieing up with "The Old Homestead." It happened in a hardware store in Wenatchee, Wash. The window was so large that two separate shots had to be taken by the local photographer in order to show it all. It was a most attractive display and from the looks of the contents, Harry must have emptied a small farm and a taxidermist shop to provide all the material. He thinks it must be the largest single window tie-up we've ever had. How about it, fellows?

## A Puff for Danziger

Branch Manager Wallace at Chicago recently received the following letter from R. C. MacMullen, Manager of Ascher's Palace Theatre, Peoria,

"I would like very much to have an exploitation man help me on 'The Young Rajah.' Your representative, Wm. Danziger, worked with me on 'Manslaughter,' and we were very successful. I like his work for many reasons, but mostly because he is such an agreeable chap, and a very peppy worker. He has lots of original ideas and puts them over in great style. If you can possibly arrange to have him come again, I would appreciate it very much."

Needless to say, such a splendid testimonial made Messrs. Wallace, Danziger and Claud Saunders very happy.

# Albany Chatter

#### By L. Nachman

On Thursday, November 16th, the girls in the office had a regular get-together, in the form of a dinner and a theatre party. It was given in honor of Mrs. Lake, our recent bride, and Miss Morgan, who leaves to make her home in Chicago.

After the show the gang ran down to the station to big farewell to Mr. Kempner. It was five of nine and the train was scheduled to leave at nine, so you can imagine ten girls running over the main street to get to the station.

At last the bunch got there and that train had not arrived. After talking about ten minuets we went up to the platform and saw Mr. Lasky, Mr. Zukor, Mr. Frawley, Mr. Kent and every other one of the Home Office bunch. It sure was pleasant to meet the executives of Famous Players.

Mrs. Lake has not as yet recovered from the delightful experience of shaking hands with Mr. Jesse Lasky.

# Proper Punctuation

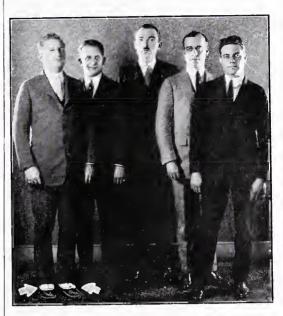
Son—"Dad, how would you punctuate 'The five dollar bill flew around the corner'?"

Father—"Why, I'd put a period after the sentence."

Son—"I wouldn't, I'd make a dash after the five dollar bill."

-Ropec.

#### Looks Like An Act



Recently John Clark, Sales Manager for Division No. 3, piloted a few of the boys from the field around our Long Island Studio.

The Quaker City trio was assisted by the Washington duet, making the act a lively quintette.

They were all lined up for a song but the number "went over" without it, due to the success of the individual on the left and those "things" in the lower left-hand corner. However, a good time was had by all.

In the photo left to right they are: John Clark, Home Office; Mike Landow, Philadelphia; E. E. Sutton, Philadelphia; James A. Whelan, and Lester Whelan, Washington.

# Get This

The following is a complete report of gilt frames and fanfotos sold by the Kansas City sales force during the month of October:

	Frames	Fanfotos
C. G. Kingsley	46	7,250
E. H. McClure	8	250
Bert Reisman	4	1,250
Maurice Schweitzer	7	250
Roy J. Young	12	1,250
Geo. M. Hinton	3	2,250
E. P. O'Neill	9	2,250 750
C. V. Hess	4	250
Wm. Warner	0	0

I desire to call your particular attention to the showing made by Mr. C. G. Kingsley. This salesman covers a territory made up entirely of small towns, and all his sales were in small quantities. This merely demonstrates the fact that these accessories can be sold by the salesmen when they really make an effort to do so.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION

Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - -

Vol. 7 NOVEMBER 20, 1922

No. 20

Editor

#### Our Conventions

Once again a sales convention is in session, this time and for the first, at the West Coast. Looking back on these sales gatherings it is no wonder that Famous Players boasts of the "finest" in the selling of motion pictures.

Something aside from ordinary sales discussions and solutions have contributed to this cause for boast, and psychology can now put in for a strong point, giving credit to her loyalty, pep, enthusiasm and sincere activities on the part of all our big family in the duration of Paramount.

At the close of each convention everyone has voiced the sentiments in words that tell of the greatest convention to date. Then on the approach of the next the enthusiasm never sways but forges ahead until it bursts and again it is the best ever.

What a marvelous thing this is!

Is this enthusiasm instilled, born or momentarily grabbed by the Department of Distribution? Surely not the latter or our sales would tell the story.

We'll say that it is "instilled in every last man by the head of the department—the man who conducts the convention—not only with the discussion of future sales policies, but the everlasting conviction of confidence in those who carry out his policies for a "better" distribution plan.

Truly S. R. Kent has played this part and

Iruly 5. R. Kent has played this part and each time has sent his men back to their fields not only "sold" but instilled with that "confidence" in themselves that speak for bigger and better distribution from their territories.

Mr. Kent's talks, never written, never prepared, but just straight from the shoulder then and there, have given to us that strong desire to PRODUCE. The faith that he has placed with the boys has demonstrated his belief in the caliber of men selling our product and this in return has guaranteed undying faith of the men in him.

We know now that the convention now in session at the West Coast will be the best ever, for the enthusiasm, confidence, everything—departed with the boys and it will "stick."

Here's three cheers for the grandest selling force on earth and may its "Field General" live long in that capacity.

#### Alone on the Desert



This would make a good title for a movie starring Louis Marcus, District Manager at Salt Lake, who just recently visited James Cruze's company on location in Utah, who is making "The Covered Wagon."

We understand this is Lou's get-up when he calls on some of the Navajo Indian exhibitors.

#### Fourteen to the Pound

"There's the lightweight champion of our village," remarked the talkative native to a newcomer.

"Pugilist, eh?"

"Nope-the village butcher."

# Rousing Send-Off

(Continued from second page)

most enthusiastic in his anticipation of the greatest Convention in years.

Together with this enthusiasm and royal



Rivoli and Rialto escorts

send-off and the reception they probably will receive, the convention as a whole will go down in history, not only as far as Famous Players is concerned, but the entire industry as well.

There was no change in the list made from that which was published in PEP two weeks ago.



OH, BOYS-WHAT A HEALTHY SEND-OFF THE BOYS HAD . . . ADVICES STATE THAT WONDERFUL GREETINGS AND SEND-OFFS WERE LIKEWISE IN EVIDENCE ALL ALONG THE LINE . . . COLUMBUS EXCHANGE ENTERS COLUMNS OF PEP-WELCOME, COLUMBUS . . . WILKES-BARRE HAS A SURPRISE—SEE A COMING ISSUE . . . WE WILL SHOW YOU THE SIOUX FALLS STAFF AND EXCHANGE SOON ... S ... W ... A ... LOU EDELMAN, WASHINGTON, D. C., AC-CESSORIES MANAGER, WAS IN LAST WEEK . . . H. O. EXCEEDINGLY QUIET NOW . . . PEP HAS A MOVIE CAMERA NOW . . . WATCH FOR OUR MOVIES IN PEP . . . WE TRIED IT OUT ON JOHN CLARK . . . YEH! AND IT WORKS . . . U . . . S . . . L . . . ALICE BRADY MADE A PERSONAL APPEARANCE IN MIAMI WHILE ON LOCATION ... W ... C ... N ... MACEY HARLAN ADDED TO "BELLA DONNA" CAST . . . CHARLES DE ROCHE, OUR NEW STAR FROM FRANCE, GIVEN HEARTY RECEPTION IN N. Y. . . . ROUND AFTER ROUND OF INTERVIEWERS ... S ... L ... R . . . H. B. FOX IS THE NEW ACCESSORIES MANAGER AT DENVER . . . CECIL B. DE MILLE TO PRODUCE THE TEN COMMANDMENTS . . . W . . . R . . . S . . . TOM MEIGHAN TAKING TWO WEEKS' VACATION AT WHITE SULPHUR SPRINGS . . . VICTOR FLEMMING HAS LEFT FOR HOLLY-WOOD . . . DOROTHY DALTON HAS ALSO GONE TO WEST COAST . . . H. Q. BURNS APPOINTED ACCESSORIES MANA-GER FOR CANADA SUCCEEDING A. G. NICHOLS, RESIGNED, ON ACCOUNT OF ILL HEALTH . . . SEE BACK PAGE-LAST MINUTE WIRE FROM THE COAST.



#### IT'S WORTH RUNNING IT'S WORTH ADVERTISING

# My Experience With Accessories Sales on Percentage Bookings

By Samuel Cohen-Cincinnati Accessories Manager

Here at the Cincinnati Exchange we try to practise what we preach. When we tell the exhibitor "it pays to advertise," we translate that to mean "it pays US to advertise" when we become temporary exhibitors in those cases where we sell our product on a percentage basis.

The natural conclusion is that percentage bookings increase our accessories sales. Careful analysis, however, shows that this is true only to a certain extent. The trouble lies in the interpretation of the word "advertising." A great many exhibitors (this is true particularly of the big fellows—the first-run accounts) and a lot of narrow-visioned salesmen seem to think that by advertising is meant newspaper advertising. They look upon accessories (display advertising) as sort of an illegitimate child and either treat it with disrespect and indifference or else make use of it in very limited fashion.

This is absolutely wrong. It is mighty poor business. Proportionately greater results could be obtained even if only a part of the money devoted to newspaper advertising were spent on accessories. Understand me, please, I am not "knocking" the newspaper as an advertising medium. I am merely pointing out what is really an obvious fact, that motion pictures can be more economically and effectively advertised thru

display advertising than by newspaper adver-

In those cases where we sell our pictures on a percentage arrangement which for the time being puts us in partnership with the exhibitor, we should insist that a reasonable amount of money be invested in accessories. Newspaper advertising when supplemented and reinforced by display advertising is a powerful combination that seldom fails to bring home the bacon.

In the past a percentage booking has been looked upon as a means of getting more film revenue out of a theatre. The time has come when we should also see in it an opportunity for educating the exhibitor to appreciate more fully the power of accessories advertising.

Everyone can and ought to help—the salesman who arranges the terms of the percentage contract—the sales manager or branch manager whose duty it is to O. K. the contractthe exploiteer who very often is called upon to put the picture over—and the accessories manager who is directly responsible for the sale of accessories and whose voice ought to be raised in loud lament if accessories are disregarded.

It is possible to develop percentage bookings into a fruitful source of accessories revenue. This will have the effect not only of yielding us considerably more money in film rentals on the individual pictures thus played, but it will also make a better showman of the exhibitor.

# Peppy Paramounteers



Our Indianapolis Accessories Department boasts of a lively quintette of Paramounteers. They are ever on the alert in their efforts to keep the Indianapolis Accessories Department in the lead.

Reading from left to right, they are: Helen Finnegan, Edwin Campbell, Art. Mueller, Accessories Manager, Arthur Schmaltz and Maurine Jaquith.

#### What I Think of Window Cards

#### By H. M. Holloway-Phila. Accessories Mgr.

If you were to ask me to make up for you a list of all the advertising accessories that we sell—arranged in the order of greatest demand, I would place Window Cards very near the top of the list.

My reason for this is—that if the window card is really attractive, there is very little trouble in selling it to every exhibitor. I have had numerous demands for window cards on productions for which we furnish only the standard accessories. Quite a number of exhibitors in small towns will send in an order asking for this item on every one of the shows they list.

I find that cards containing only block letters such as GOOD PROVIDER are hard to sell in this territory, but where they consist of a scene in bright colors like every one so far on the new group, the exhibitor places his order without question except as far as price, and when we tell him \$5.50 per hundred, that's enough. He orders as many as he can possibly

Some time ago when one of our first run exhibitors had closed his contract for the 41, he came over to me and asked to see the window card on "BLOOD AND SAND." I showed it to him. "Fine, send me up 200 right away. Before he left I had sold him 200 on "GILDED CAGE" and "NICE PEOPLE" with the parting exclamation that he was glad Paramount had started making some regular window cards. This same exhibitor had raved because he could not get them on some of our other shows and even when we did have them-called them "rotten" and had his own made up from a full page mat, and if he could not get one, then from a four-column mat.

I honestly believe we could sell them on every one of the "41" if all came as good as the ones we are receiving now, for I do not remember having received one unfavorable comment. Price no longer seems to be an obstacle, and the new cards are all that the exhibitor wants them to be. With this combination I hope to exceed all previous sales records at this Exchange for this particular item, especially with "BLOOD AND SAND" and "MAN-AND SAND" "MANand SLAUGHTER," getting near the 3,000 mark at this time.

# New Haven on Rampage

V. Johnson, New Haven Accessories Manager, has been on the warpath and is selling gilt frames to everyone who comes within speaking distance of him.

In the last four weeks New Haven has sold 78 frames, 56 of which were sold in one week. This on top of the sale of 165 frames during Paramount Month, with a record of 79 frames for the week of September 2nd.

The result is evident. New Haven before that had been selling on the average of 150 insert cards per week. Their latest report shows the sale of 416.

## Growing Older

The baby Exchange at Wilkes-Barre refuses to be classed as such any longer. Mr. Weldon Water, Accessories Manager there, started off a baby-sized accessories business the first week Wilkes-Barre was opened, but immediately thereafter their accessories business grew bigger and better.

To date we have their reports for nine weeks of business. They are already doing close to

\$500 average per week.

Hear Ye, it will be Mr. Wilkes-Barre after

#### Cleveland Scores

Our Accessories Department at Cleveland last

week broke all records for selling heralds.

They disposed of 70,500, which is 21,000 more than they sold during the week prior to Paramount

Yes, and Andy Jacnic, their Accessories Manager, is in the Detroit Exchange temporarily, so we hasten to congratulate his department in Cleveland

# Seeing Is Believing

Prominent and Efficient Display of Accessories Proves That Seeing Plays a Big Part in Accessories Sales

#### By Samuel Cohen, Cincinnati Accessories Mgr.

Unless I miss my guess completely, I predict that the coming year is going to be the biggest year for accessories that we over experienced and it is due to just one fact: the obviously high-grade quality of our accessories.

This letter is being dictated at nine o'clock this morning. When I got in at 8:30 there was an exhibitor waiting for me from Wilmington, Ohio, who had just booked group six. He had brought with him an order for accessories on the first few pictures in that group. In proportion to his film rentals it was a small order, so instead of copying it down I took him outside in the stock room and started to show him some of the stuff. The result was that we got the biggest single order we have ever got out of this town. It was not the result of salesmanship, it was simply proof of the old adage "seeing is believing.

To give you an idea of this exhibitor's reaction, I happened to show him the 22 x 28s on "OLD HOMESTEAD" first. You should have seen the look in his eyes when he turned around and said, "I'll take ten of these," and by the holy pink-toed prophets he did take ten 22 x 28s on each of the big pictures. Not only that, but he felt sore after seeing the roto-"MANSLAUGHTER" gravures on "BLOOD AND SAND" because the company had not made any on "OLD HOMESTEAD." So instead he took 3,000 heralds on this last subject whereas he had previously never used more than 500. And so it goes. During the past few weeks we have sold ten 24-sheets to exhibitors who had never used more than one or two, etc., etc. I sometimes half believe that even a ten-year-old would have very little trouble in selling such accessories as have been provided on the group six pictures.

# In the Foreign Field

#### Three Home Office Lassies



These three young ladies in the above photo are members of our Home Office Foreign Publicity Department, under the general supervision of E. E. Shauer, and managed by O. R. Geyer.

Between the three they supply the orders of the huge demand for publicity in the way of cuts, mats, press stories, stills, etc., to thousands of fans in other countries together with all publications thruout the world.

The lady on the left, Miss Josephine Doty, Assistant Manager, has been connected with the department a little over three years and her name has become a by-word with the fans of all foreign countries thru her chatty and interesting stories about our actors and directors.

Miss Marie Dunn, in the center of the group, sees that two hundred publications receive their monthly ollotment of mats and cuts. From seven hundred to a thousand mats and approximately three hundred cuts are required to meet the monthly demands upon this department.

To Miss Ruth Peterson, on the right, falls the lot of supplying between three and four thousand photos every month for the various newspapers and other publications. No two papers in any city receive the same photos.

In all, Mr. Geyer can boast of an efficient trio in the Misses Doty, Dunn and Peterson.

パラマウント映画株式會社本京市芝區馬森

## For Your Information

This is the address of our Tokyo office in Japan.

For translation of this you will have to refer to E. E. Shauer's Foreign Department.

# A London Miss



Our London offices have their girl athletes. Miss Boddington is typical of our output at that office.

Seldom have we

Seldom have we heard of more enthusiasm being registered than is at present evidenced by our London organization.

The Convention Special Pulling Out Of



#### Toronto Tattle

#### By G. A. Smith

The Annual Convention in Canada will be held here about December 5th, following the return of G. E. Akers from California. In addition to the Canadian Branch Managers we are expecting a notable contingent from the Home Office.

Arrangements for the Paramount Review, to be held early in the year, are progressing merrily. Our quintette held an elimination contest the other day and it is now a trio—"Ajay" Ferte, "Tubby" Long and "Smiling Jim" Foy.

According to advance press agent reports Mr. Ferte will open and close the show, but it is hoped these two acts will not be simultaneous. He has selected as his closing number a Hula Hula dance to be staged to the accompaniment of an aria from Madame Butterfly.

Our bowiers tumbled from their lofty heights this week when Leo Haag came a cropper and they were forced to call upon the Exploitation Department for assistance. Even our valiant efforts were insufficient to stem the tide and we went down to an inglorious defeat, losing two out of three to Vitagraph. This leaves us in second place.

A. G. Nichol, who recently joined us as Accessories Manager, is seriously ill as a result of an accident sustained in active military service. He has been succeeded by H. Q. Burns.

The name of our Social Club has been changed to Paramount Pep Club and C. H. Weeks, our Branch Manager, has been elected Chairman. A busy season is expected this winter.

## How Goes It?

Sophisticated Foreign Language Prof.—"And the Japanese language is the only one that has no cuss words. It is sublime to think of a language with no yulgarity!"

language with no vulgarity!"

Bright Stude—"Then how do they start their Fords on a winter morning?"

# Be A Bailey

#### By "Walt." Lindlar

Dear Pep:

Did you ever hear tell of how Barnum and Bailey formed their now famous partnership?

Alright, I'll tell you!

Once upon a time (all good stories must start that way) Mr. Bailey was the proud possessor of an elephant named Jumbo in the parlance of the circus, a "bull"—which Mr. Barnum coveted much. So Mr. Barnum, being a live-wire showman, and wanting the biggest and best—in other words, the Paramount attractions—dispatched a trusted agent to negotiate with Bailey for the purchase of Jumbo. The agent returned with the sad tidings that Mr. Bailey needed Jumbo and intended to keep him on the Bailey lot.

To make a long story shorter, three agents were sent to the Bailey show to secure Jumbo and all returned empty handed. (Empty handed sounds funny when you're after an elephant, doesn't it?) So\*Barnum wired Bailey: "Name your own price for Jumbo. Must have him." But no reply. Again he wired: "Need Jumbo will pay anything for him." And still no reply. All of which piqued the great Barnum sorely, so he boarded a train for the town in which the Bailey show was pitched to have it out and secure Jumbo at any price.

Upon his arrival Barnum was dumbfounded to see twenty-four sheet reproductions of his wires to Bailey.

Gazing long and thoughtfully upon them, he was heard to exclaim: "Hell, we don't need Jumbo—we NEED Bailey!"

MORAL: Be a Bailey.

# Hynes Again

Dan Hynes, Storehouse Manager, has trotted out another of the 57 varieties. This time it's a Fanfoto Catalogue.

Each one of you Accessories Managers will receive a sample of these Fanfoto Catalogues very soon. It should be a wonderful help in the sale of Fanfotos. They can stand a little boost, since the sales have slumped a bit in the last few weeks.

Let us reward Dan's interest in these matters by showing him what we can do. If you need any copies of the Fanfoto Catalogue after you receive the sample, write to Dan. Get 'em and give 'em to your salesmen.

# Grand Central Station All Pepped Up



# Kansas City Gives Royal Welcome To Delegates

# Hello! Columbus Exchange

By Reacon-Didge

Hello, "Gang": This is F. P. L. C.—Columbus, Ohio, talking. Tune in "on high tension wire" 5,500 voltage, and hear our happy family sing, "Hail, Hail, The Gang's All Here.

Atta Boy! Yep-You are right—this IS the banner office-It's the best in Ohio-Ohio is the best in the Union, and who dares contradict that U. S. A.'s Atlas' best province.

That being settled—AMEN.

We have with us some old-timers, who took their academic work in other Exchangs, but come here for their Post Graduate course—among them Manager Dodge, Booker Kratz, Accessory Hagerty, Shipper Patterson and Exploiteer Ridge.

"You cannot dodge-Dodge," Quoth Exhibitor chorus in Columbus, Ohio.

And therein lies a tale:

That's why Columbus office is the banner one of the old U.S.A.

"As Ohio goes, so goes the Nation," say the political seers. And as Columbus Exchange goes, so follows the country.

This is but a friendly warning to all of you.

Neal Hagerty, who applies the accessories pulmotor to gasping exhibitors, says he will even accounts with Sammy Cohen in Cincinnati, Ohio, on account of sales in this territory.

Oh You "T" to "T" salesmen-Look to your oars—"Meester" Clark (not the Dapper John) but M.R. is clogging the contract department. Boys, he is a "whale," (236 Ringside) three a day he apologizes for.

But "Meester" Clark is not alone. The woods is filled with them since H. A. Ross stepped on things in these parts—"Foster," yep, L. W., that's him—"Knock 'em cold Foster" is bringing the market on Paramount from new Lows to Record Highs—Marietta, Parkersburg, Bluefield, Williamson, Ironton, Portsmouth, Chillicothe, Newark, Springfield—a dozen other lesser lights, all in a couple of fortnights. Keep both your "peepers" on "Knock 'em cold Foster."

You bookers should glimpse Charley Kratz doing a Charlie Chaplin all day long. Charley transferred the Columbus, Ohio, territory from Cincinnati without a miss out.

G. K. Haddow, office "efficienteer" for H. A. Ross, is busier these days than a Hod Carriers' Union's business agent during a strike. G. K. is requisitioning an aeroplane from the Home Office for service between Detroit, Indianapolis, Columbus, Cleveland and Pittsburgh.—He is liable to "drop in" any old time.—Hence the efficiency among all employees.

Yep, there are a few others out here—another issue for them. There is our own "Abe" Eskin, the W. Virginia traveler. He traded a half dozen suits of clothes for hip boots and a "44," so that he might feel at home down "thar."

#### A Prize Letter



Jesse L. Lasky, Jr.

Shortly after Mr. Lasky arrived from the West Coast on his last trip he received a letter from his son, Jesse L., Jr., telling in brief of his escapades during Hallowe'en.

Before reproducing the letter we wish to call your attention to the fact that Jesse L., Jr., writes a real letter, for he not only tells what is going on, but illustrates admirably at the side and under certain para-

graphs and we regret we are unable to reproduce his lively submission in the magazine. The letter

#### Hallowe'en

Hallowecn I had a goodtime. Mary, Cany Bill and I mct at bills house where Mr. Buckland blackened are faces with bernt cork. We then went all over Hollywood having fun. We hung a garbage can on a telephone pole and when we rang a ladys door bell she turned the hose on us. We went to the Hollywood school and put the benches in a tree. at one time a cop chased us but we got a way. It was about nine oclock when sudenly a car drove up to the cerve and a cop called us over and said I think we hed better take you to jail! (turnover) then he said how would you like it and I said not at all. then he turned to anuther cop and said is sell no. 11 empty and the outher cop said yes and then he said "we have taken a lot of boys to jail but! we will make a bargain if you boy will go right home and go to bed we will let you go tonight but if you dont you can come to jail with us and we said we would and he said we have hed some bad complaints but good night! So we did and that is all. Jesse L.

See Back Page

# See Last Minute-Gram On Back Page

# The Stop-Loss by 100% Sales

By Jad

One of our greatest problems is the stoploss of the leakage caused by incomplete sale

of our output.

It is more than ever necessary to sell our product one hundred per cent in each town, otherwise we cannot intelligently plan our forthcoming seasons' releases nor keep apace with the increasing demand for better pictures.

We must anticipate our income by having each picture absorbed at its market value in every town. Only by doing this can we obtain and apportion the funds necessary to round out properly a line-up of releases that means the very existence of the exhibitors' proposition as well as our own.

We set our hearts, spend our money and employ all of our talents and facilities to make as near approach to perfection of product as is humanly possible. This protects the exhibitors' investment by affording him a dependable product and a constant source of supply.

Efficient sale of our productions without eliminations will serve not only to prevent the economic necessity of our lowering the standard of future releases to meet any loss of revenue, but will make possible additional effort on our part towards improving the quality of our output.

The few pictures that some exhibitors wish to eliminate seem weak only by comparison to our great majority of really big productions and we should not penalize ourselves for making such a large percentage of outstanding box office attractions.

The results from a highly consistent product like ours is, must be based on an average thruout rather than by analyzing the returns from an occasional picture and using that as a basis for eliminations.

Our business differs from most of the mercantile lines in that we have but a limited field to cover and if we fail to sell our product in a given town or eliminate certain pictures, we have no other outlet in the town, as theatres cannot be grown, mushroom-like, where they do not exist.

When each production is completed its cost is then definitely known and subsequent overhead such as maintenance and selling costs can be closely computed.

In establishing our sales quotas for each picture among our known avenues of distribution, we have included a fair return and if we fail to realize the amount allotted by the elimination of certain pictures, we are penalized not only the fair return to which we are entitled but also the production and maintenance cost of such productions that may be eliminated.

To the extent that we suffer this leakage, to that extent will our production and sales be limited by conjecture.

# Calgary Wits

By Muriel Storey

We notice by the last issue of PEP that Mr. O'Neill, at Toronto, rolled up 263 bowling, and Bill Kelly challenges Mr. O'Neill on their first meeting to a game, because Bill bowled 276 last week.

As you know, we are going to move very shortly and Mr. Marshall, our Manager, is very busy planning how to get in enough bunks to hold all the paper and still have room for the staff.

Mr. G. E. Wyatt, our Salesman, is leaving us this week and going to San Francisco. Everybody is very sorry that George is leaving us and we all wish him the best of luck.

Bill Kelly is going to take Mr. Wyatt's place on the road, and we expect great things from Bill, and have already ordered another flock of contracts.

Bill's brother Tom is going to take his place as Booker and Mr. George Lynch will be our new shipper. We feel both Tom and George will readily adapt themselves to their new positions.

#### Cincinnati Scintillations

#### By Samuel Cohen

We nearly died laughing the other day when we heard the girls in the Contract Department bragging about some of the cute things they said when they were youngsters. Valera Theis said that when she was a little girl she asked her mother one day: "Mother, what is prayer?" Her mother answered, "It is a message to God." To which young Valera, even at that early age, replied: "Now I understand why we always pray at night—to get the benefit of the night rates."

The opening of the new exchange at Columbus has sadly depleted our office personnel. Neal Hagerty, Charlie Kratz and Carl Patterson have been transferred to the new exchange to assume their respective duties of Accessories Manager, Booker and Head Shipper.

# **Albany Chatter**

#### By L. Nachman

After the long-promised visit, the twins, Brother and Sister Kempner, came down to the office on Tuesday. Brother took a walk around and inspected the office and Sister just sat and watched with interest Brother's manoeuvers.

Mrs. M. B. Murphy, our Chief Accountant, has announced her engagement to Mr. George Eddy, of Albany. Best wishes, Mrs. Murphy.



# In and Around Paramountown

By A. H. Shirk

Cecil B. De Mille is now busy on interior scenes for "Adam's Rib," which unique title has been chosen for his new production—scenes which show the luxurious apartmnts of the exiled king of Morania, played by Theodore Kosloff. Shortly scenes will be made aboard Mr. De Mille's own yacht, "Seaward." Jeanie Macpherson wrote the picture which features Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson, Pauline Garon. Julia Faye was recently added to the supporting cast.

James Cruze is having tough sledding up in Utah. Snow has been the cause of both good and evil. He got an excellent sequence in the snow for "The Covered Wagon," but continued storms do not help a bit. The lamentable death of J. Warren Kerrigan's mother while the actor was on location and his necessary departure for Hollywood, temporarily, was another regretable occurrence. "Jack" Kerrigan is beloved of all the troupe and there was genuine sorrow expressed at the sad news. But through everything, good weather and bad, James Cruze is shooting and getting wonderful results.

Gloria Swanson is temporarily resting before starting on "Prodigal Daughters," another Sam Wood production, adapted by Monte M. Katterjohn from the story by Joseph Hocking. Miss Swanson recently completed "My American Wife" with a sequence in which she appeared as an ancient Inca princess in a beautiful setting showing a weather-side temple.

Mary Miles Minter will start shortly the popular story by John Fox, Jr., "The Trail of the Lonesome Pine," with Charles Maigne directing. Will M. Ritchey adapted this story of the Cumberland Mountains, one of the most delightful romances that has ever been told.

The Arabian desert has been reproduced—a part of it at least—for "Bella Donna," Pola Negri's picture, a George Fitzmaurice production. Here is pitched the big tent occupied by Baroudi, the half-Arabian chieftain played by Conway Tearle. Ouida Bergere adapted this novel by Robert Hichens.

Jack Holt is to do "The Tiger's Claw," an original by Jack Cunningham, who adapted "The Covered Wagon." It is a tale of wild adventure in East India. Holt is now doing "Nobody's Money" with Wallace Worsely as director. This is a comedy and the contrast will be marked.

Betty Compson and company making "The White Flower" in Hawaii, will return with the company the last of this month. Julia Crawford Ivers both wrote and directed this picture. It will be filled with the beauty of the tropic location.

(Continued on page 15)

#### Doc Stern to the Rescue



An unusual technical point came up during the filming of "Dark Secrets," Dorothy Dalton's latest picture, and Doctor Emanuel Stern, left, was called in to help Director Victor Flemming solve it.

In the picture Miss Dalton has a spinal injury which causes paralysis, and is here shown in the immobilization bandage Doctor Stern made for her.

#### Long Island News

By E. W. Wingart

George Fawcett, the veteran character actor who came from the coast especially to play the rôle of Captail Barzil Dunsack in George Melford's production, "Java Head," will leave this week for the Lasky studio in Hollywood, where he will assume the character rôles in other forthcoming Paramount pictures.

Following the completion of his latest picture, "Back Home and Broke," Thomas Meighan has gone to White Sulphur Springs, W. Va., for a two weeks' vacation. He is accompanied on the trip by Laurance Wheat, who has played with Meighan in his last three pictures.

Director Victor Fleming, who has just finished "Dark Secrets," Dorothy Dalton's latest picture, and Charles de Roche, the newly arrived French film actor, have left New York for Hollywood. Mr. Fleming will prepare for his next picture, "The Law of the Lawless," in which Miss Dalton will be starred and supported by Mr. de Roche.

The new Paramount player, Charles de Roche, who arrived recently from France to begin work under the guidance of American directors, was given his first glimpse of American production methods when he visited the company's Long Island studio the other day.

After making a thorough inspection of the huge studio, de Roche exclaimed with all the fire of his French temperament:

"I shall never, no, never, go back to France! Why, we have only little studios in our country. This is marvelous. You have so many lights. I know I shall be very happy making Paramount pictures."

Mr. de Roche, who is to play opposite Dorothy Dalton in her next Paramount picture, "The Law of the Lawless," by Konrad Bercovici, visited every nook and corner of the studio. He could scarcely believe his eyes.

"No wonder American made pictures lead the world," he said after his visit. "You have everything in the world to work with."

Arthur Cozine, Location Manager, has returned to the studio from Miami, Fla., where Alice Brady and her company are making South Sea Island scenes for "The Leopardess," under the direction of Henry Kolker.

Val Dixon, violinist for the Melford unit, gave a dinner party recently, at his home in Tappan, N. Y., for members of the "Java Head" company. Those who enjoyed the excellent food and good time were: George Melford, Jacquline Logan, Leatrice Joy, Jack Gilbert, Albert Roscoe, Barbara Bedford, Mr. and Mrs. Waldemar Young, Cy. Clegg, Mrs. Al Smith, Arthur Hull, E. W. Wingart, Rudolph Bylek, Peggy Cleary and George Dixon.

#### Casting Director



W. W. Cohill

This will introduce William W. Cohill, our new Casting Director of our Long Island Studio.

Mr. Cohill is a live wire from start to finish, having spent fifteen years on the legitimate stage, leaving that work to go with the Lubin Stock Company in Philadelphia. After that he was with Metro, World, Famous Players and a number of Independent Producers, until he entered the Motion Picture Agency field.

After two years in this line, he became Casting Director of the Motion Picture section of the Actors' Equity Association, acting in this capacity for two years until he severed his connections there to become Casting Director at our Long Island Studio.

A hearty welcome to Mr. Cohill!

## The Round-Up



James Cruze had a round up of all his own recently when he summed the delegation shown in the above photo for a picture for PEP.

From left to right they are: two actors playing the part of pioneers, John Fox, Jr., James Cruze, Director, Alan Hale and Dorothy Arzner, Script Clerk, Charles Ogle, Adam Hull Shirk and Lois Wilson.

#### Essence of Pep



Of all the peppy smiling individuals in our picture family, Agnes Ayres is displaying the peppiest smile we've seen, in the above photo.

Miss Ayres is a great reader of PEP and believes in the "gospel" of Paramount PEP from beginning to end.

She is a real Paramount PEP girl.

# Mayor of Honolulu Acts as Interpreter

Maintaining that the best of everything should go into its making, Julia Crawford Ivers secured the services of no less a personage than the Mayor of Honolulu to act as interpreter in directing the native actors in Betty Compson's latest picture, "The White Flower."

Although the principal rôles of the picture are played by a cast of actors from the mainland, many of the native rôles were filled by Hawaiians recruited in the islands where the picture was

made

Prominent among the native players were those chosen to interpret the rôles of the "kahuna" or sorcerer and sorceress. Neither of the players chosen understood sufficient English to be directed in that tongue. So Mrs. Ivers secured the services of the best interpreter in Honolulu—none other than Mayor Wilson.

At another point in the story the company employed forty native Hawaiians to play the part of guests at a "luau" or native feast. All of these were secured without difficulty in Honolulu. In fact the chief difficulty was to select forty from the vast crowd that applied for the positions.

#### Shirk Writes:

Dear Mr. Pep:—I wish I could tell you what a remarkable picture "The Covered Wagon" is going to be, or, better still, I wish you could have been with me on location in the wilds of Utah and gained a first-hand idea of what it is like to make a picture ninety miles from nowhere and how marvelously realistic will be the scenes so obtained.

You know George B. Carpenter, Manager of the Paramount-Empress Theatre in Salt Lake? And, of course, you know Louis Marcus, our District Manager in that territory. Well, they came down to camp one Saturday night, with a newspaper proprietor from the same city, and spent Sunday and Monday as James Cruze's guests. And they went away convinced, I'm sure, that this was an undertaking worthy of record on the memorial tablets of Paramount.

It would take a whole number of PEP to tell even a tithe of what the devoted company of players and technical experts are undergoing way up there out of touch with the world. They are snowed in at this writing (Nov. 7) and only able to get in and out by sled or heavy truck. But they are not downhearted and the work is progressing. If absolute fidelity to the actual facts of history, a charming romance, thrills without number and magnificent scenic backgrounds go to make a great picture then this one is going to set a record that will be hard to beat.

Yours for Paramount,

ADAM HULL SHIRK.



# The Lost Chord



"You surely have lost it," says Betty Compson, star in "Kick-In," to Kathleen Clifford, one of the cast when the latter tried a little close harmony on the pots and pans between kitchen scenes of this production.

# On the Set With Matty Cohen

THE CHARGE OF THE LIGHT BRIGADE By

THE ELECTRAL CREW OF THE OUTCAST CO.

Interlocutor-Mr. Palmer

End Men

Bill Meyerhoff Chas. Pfeiffer Griff Davies Jim Sheehan John Dolan Eddie Meixner

OPENING CHORUS \* Don't use a live wire for a toothpick

Mr. Palmer—Say Bill, will you kindly tell me how you came to be an electrician?

Bill—Sure, I was born near BATTERY Park. Chas.—It must have been a shock to your family. Bill—Not exactly, 'tho the old man did get lit up. Mr. P—Charlie, what is your favorite paper? Chas.—The electrician's paper.

Mr. P-What's that?

Chas.—The Globe.

Mr. P—Griff, can you tell me who invented the Arc light?

Griff-Sure, Noah did that.

 $\emph{Jim}$ —I suppose Noah invented the  $\emph{flood}$  light, too?

Griff—No, Henry Ford did that.

Jim-Show me!

Griff—Didn't he invent the flivver?

Jim-He did.

Griff—And then came the flood.

Mr. P—Jim, I hear you had an accident yesterday?

Jim—Yes, sir; a cooper-hewitt light fell on me. Mr. P—Were you hurt badly?

Jim-No, sir; it wasn't a hard light.

John—Mr. Palmer, tomorrow is Columbus day. Do we get the holiday off?

Eddie-It don't look like it.

John—I didn't ask you, but as long as you know so much, maybe you can tell why we don't get the day off?

Eddie—It isn't a Jewish holiday is it?

John—Mr. Palmer, I suppose you know that the stork visited the electrical shop last night.

Mr. P-Why, that's impossible.

John—Impossible, hell; when I came to work this morning, the first thing I saw was a brand new baby spot.

CLOSING CHORUS—Don't fix the light above the clock, 'cause the boss said don't work overtime.

## Assistant to King

Ned Hay, who has held the post of Casting Director at our Long Island Studio since the opening, until taken over by William Cohill, has been made special Assistant to E. C. King, Studio Manager.

## A Big Scene



Above is a replica of the ballroom of the President's mansion in Buenos Aires, Argentina, as reproduced for Sam Wood's production, "My American Wife," starring Gloria Swanson.

#### De Roche Arrives

Charles De Roche, our new star, arrived in New York a week ago Sunday, ready and set for his initial appearance in American made pictures.

Mr. De Roche, after receiving many interviewers at his headquarters in the Hotel Commodore, left for Hollywood where he will play opposite Dorothy Dalton in "The Law of the Lawless."

Following the completion of this picture he will assumed the title rôle in "The Spanish Cavalier."

It will be remembered that it was in "The Portrayal" as a dashing Spanish adventurer that he first came to the attention of Mr. Lasky with the result that he was engaged immediately to appear in Paramount pictures.

#### Around Paramountown

(Continued from page 12)

"Racing Hearts," by Byron Morgan, is affording Agnes Ayres a splendid vehicle in a new vein for this charming star. Paul Powell is getting all the excitement and thrill possible out of this twelve-cylinder comedy drama. Jerry Wonderluch and other famous race drivers take part in this picture. Will M. Ritchey adapted the story and Richard Dix is leading man. It is full of the atmosphere of the automobile industry, the race track and the romance of modern business as well as love.

Cecil B. De Mille's \$1,200 contest for a new scenario idea, closed the first of this month with a total of over 25,000 entrants. The results, it is hoped, will be announced by the Los Angeles *Times*. The idea has been a great one and productive of real value.

William de Mille expects to start "Grumpy" here about December and is now conferring in New York with Clara Beranger upon the scenario.

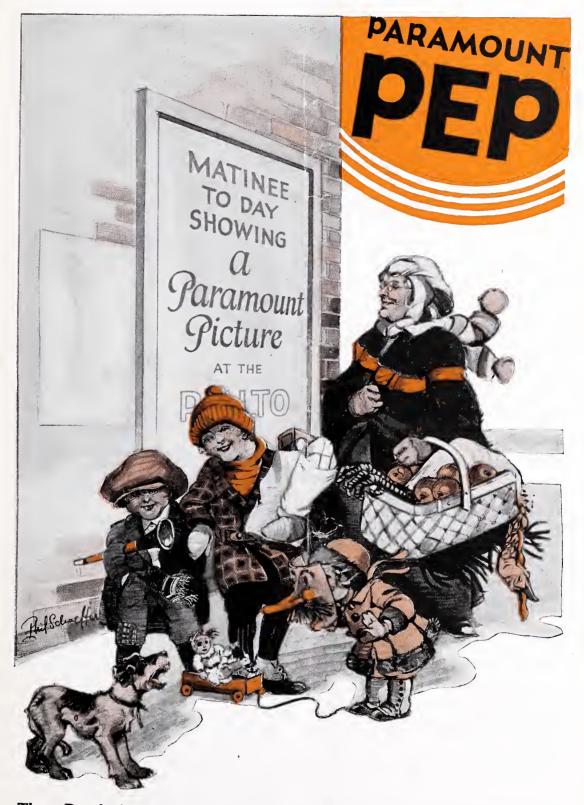
# LAST MINUTE-GRAM

**NOVEMBER 20** 

LOS ANGELES CALIF PEP F P L—NEW YORK

BIGGEST RECEPTION EVER ACCORDED INCOMING DELEGATES TO ANY CONVENTION HERE MARKED TODAYS ARRRIVAL OF PARAMOUNT SPECIAL TRAIN . . . MET BY AGNES AYRES GLORIA SWANSON LEWIS STONE SAM WOOD WALTER HIERS ANTONIO MORENO AND OTHER STARS AND DIRECTORS . . . . ZUKOR LASKY KENT OFFICIALLY WELCOMED TO CITY BY MAYOR GEORGE E CRYER AND DELEGATIONS FROM THE LOS ANGELES AND HOLLYWOOD CHAMBER OF COMMERCE WHOSE EFFORTS MADE POSSIBLE HOLDING OF BIG MEETING IN THIS CITY ALSO MARCUS LOEW . . . . PARADE OF ONE HUNDRED MACHINES FORMED AT STATION AND PROCEEDED TO EXCHANGE NINE TWENTY FOUR SOUTH OLIVE WHERE ZUKOR LASKY KENT LOEW WOBBER REVIEWED THE MACHINES CARRYING DELEGATES AND SCORES SOUTHERN CALIFORNIA EXHIBITORS GATHERED TO WELCOME FILM INDUSTRY HEAD . . . AT STATION PRETTY MAUDE WAYNE PLAYER IN PARAMOUNT PIC-TURES SHOWERED DELEGATES WITH RIPE CALIFORNIA ORANGES FROM LARGE FLOAT BUILT TO RESEMBLE ORANGE . . . . AMER-ICAN LEGION BAND FURNISHED MUSIC . . . AT KANSAS CITY MAYOR FRANK CROMWELL HEADED CHAMBER OF COMMERCE DELEGATION OF SEVERAL HUNDRED MET TRAIN AND OFFICI-ALLY INVITED CONVENTION TO MEET AT KANSAS CITY NEXT YEAR . . . . AT CHICAGO DELEGATES STOPPED OFF AND VISITED NEW MCVICKERS THEATRE . . . . CONVENTION FOR-MALLY OPENS TUESDAY MORNING KENT PRESIDING WITH PRESENTATION REPORTS BUSINESS CONDITIONS THRUOUT COUNTRY . . . TUESDAY EVENING BIG STUDIO BANQUET IN PREHISTORIC FOREST ADAMS RIB CECIL B DE MILLE TOAST-MASTER . . . . HERE DELEGATES WILL MEET OTHER PARA-MOUNT STARS DETAINED TODAY AT STUDIO FOR WORK . . . . FOUR HUGE TREES FIFTY FEET IN CIRCUMFERENCE BEING MOVED TO PROVIDE ROOM BANQUET TABLES SPEECHES BY ZUKOR LASKY KENT

BARRET C KIESLING



These People Are Thankful Because—There Are Still Some Turkeys, Pumpkin Pies and Lots of Good Paramount Pictures

# **Kent Opens Convention**

Outlines General Policies on the Coming Thirty-nine Productions Last Tuesday Morning at the Ambassador Hotel

Promptly at nine o'clock Tuesday morning, after one of the greatest receptions accorded any delegation coming to the West Coast, the Department of Distribution with S. R. Kent presiding, opened their Fall convention in the theatre room of the Ambassador Hotel.

After a brief but forceful message, Mr. Kent took up the subject of booking combinations

and expressed himself as unalterably opposed to such combinations.

He then turned the chair over to George Weeks, who conducted a lively discussion on play dates, supervision of the salesman's sale of Group Five Productions, new and replaced prints, and pre-releases.

After a lengthy discussion on this, every manager pledged himself to thoroughly analyze the situation on the group five productions and bend every effort to see that exhibitors would not pass up the real benefits afforded by such a string of high-class productions as in group five.

At this point Mr. Kent spoke forcefully on more efficient use of prints with the view of reducing the waste of these sent to Exchanges vearly.

Managers pledged themselves and guaranteed to

stop undue waste in this respect.

It was next pointed out by Mr. Kent that it was practically an unavoidable difficulty of supplying advertising accessories and prints for uncontrolled

pre-releases thruout the country.

On the afternoon of the opening day, the chair was turned over to Harry Ballance, Sales Manager for Division One, who devoted this time to discussion of advance rental controls, automatic compensation plan and dwelt at length on the policies of promotion from within the ranks. It was here pointed out that unrealized opportunities for advancement were opened to our rank and

Mr. Ballance then took up the discussion of

first run protection and contracts.

Wednesday John Clark, Sales Manager for Division Three, dwelt at length and discussed the Booking Department and skipped bookings.

At this point Mr. Clark pointed out that the only proper way to cure skipped bookings was to take them up when the trouble arose and not later when the situation had become stale for the exhibitors and ourselves.

Wednesday afternoon, Mr. Lasky took the chair and his analysis of each of the thirty-nine coming productions took the convention by storm, arousing such a tremendous enthusiasm as never before witnessed at any convention.

Further details of the convention will be published in next week's PEP upon receipt of the regular PEP telegram from C. E. McCarthy.

The dinner dance given to the Department of Distribution at the studio is discussed in detail in another story in this issue.

Also the wonderful evening as the guest of Sid Grauman is given in another story.

Mr. Kent decided to call off the dinner Friday evening at the Ambassador Hotel and start home twenty-four hours earlier, enabling a stop off at the Grand Canyon as a special treat to the delegates.

C. E. McCarthy advises in his wire that there has never been such enthusiasm shown in any convention and that everyone feels that the trip has not only been a remarkable gift from Mr. Zukor, but has been of tremendous value in a business way to all who were afforded the opportunity of seeing the activities of the greatest motion picture centre in the world.

#### Sid Grauman Entertains

Wednesday night of last week the convention delegates were the guests of Sid Grauman at the Alexandria Hotel in the form of a big banquet and knockout entertainment which included singing, dancing and music in all forms.

Inspiring talks of welcome and tributes were given by Messrs. Sid Grauman, Marcus Loew, Walter Hiers, Robert Cain and Conrad Nagel.

After the speeches Mr. Grauman conducted the party to his nearly completed Grauman Metro Theatre where the boys received a surprise in seeing one of the most magnificent structures of its kind made up of a combination of Roman and Chinese art and unique decoration.

Another unique feature of this evening's entertainment was a few numbers played by the combined orchestras of the Grauman Theatres.

It was here that Hugo Reisenfeld was invited to conduct one number, which went over with a bang.

Thursday a wonderful reception was given to the Department of Distribution by Cecil B. De Mille at his home in Laughlin Park, details of which will be discussed in next week's issue.

PEPWA

# THERE ARE TWO KINDS OF TURKEYS IN OUR BUSINESS. GET THEM BOTH.



#### Banquet a Success

#### Entire Stage Four Transferred into Bevy of Beauty With Cecil B. De Mille as a Witty Toastmaster

"Nothing short of marvelous," was the expression used by all of the delegates at the West Coast convention when they entered the huge number four stage at the West Coast studio as the guests of the Production Department for a dinner dance.

Tables were made up of four huge trees placed lengthwise on the stage amid primeval forests set for Cecil B. De Mille's production,

"Adam's Rib."

Mr. De Mille proved an able and witty toastmaster. Pola Negri, Gloria Swanson, Agnes Ayres, Jack Holt and many other noted stars

and players were introduced.

Mayor George E. Cryer, of Los Angeles, welcomed the delegates to the convention and speeches were made by Charles Eyton, General Manager of the West Coast Studio, Sam Wood for the directors, Theodore Roberts for the stock company, Arch Reeve for the Publicity Department and Bob Wagner for the Scenario writers.

S. R. Kent then spoke on behalf of the Department of Distribution and was followd by talks by Mr. Zukor, Mr. Lasky and Mr. E. E.

Shauer.

The entertainment was introduced by one of the most beautiful gown reviews inaugurated by Cecil B. De Mille; Louise Dresser was heard in song, Adolph Menjou made a decided hit singing Aubrey Stauffer's song entitled: "Adam's Rib," and there was a marcel review which was followed by Theodore Kosloff's unique number consisting of a dance by his girl pupils.

The dinner and entertainment was followed by dancing. The event was by far the greatest treat ever afforded the Department of Dis-

tribution.

The favor of each guest consisted of bookend ash trays with the Jector design on the Paramount trademark.

# Goin' After It

Mr. John A. Cunningham, Salesman for Zone 5, of our Pittsburgh Office came into Vandergrift, Pa., where the Iris Theatre was playing "Blood and Sand." Walking from the railroad station to the lotel, he noticed very little paper or window cards advertising this picture. The exhibitor was complaining of poor business in spite of the fact that a large pile of window cards and heralds were piled in the office and had not been distributed.

Cunningham read him a lecture on the uses of advertising and exploitation, and taking the window cards and heralds, placed them all over the town in merchants' windows, hotels, etc., telling the folks at the same time of this wonderful attraction.

Without doubt, the business on this engagement will be much better than otherwise and Mr. Cunningham has been able to assure the exhibitor that big pictures will get the business if, it is gone after.

#### Seattle Salesmen



Here is a famous quarette from our Seattle Exchange all set for the next trip to their Zones. S. P. Peck is on the extreme left, H. S. Hoke is next in line, then comes H. W. West, Sales Manager, and last but not least is S. S. Fairchild, Salesman covering Zone 5.

#### Constructive Work

When George Smith of Toronto arrived in St. Thomas, Ont., he found the only newspaper there exceedingly "tight" so far as space for movie news was concerned and the two theatres had retaliated by cutting down their ads until they were doing little more than announcing the titles of their pictures. Both houses show Paramount Pictures. George "sold" them the idea of combining on a big Paramount campaign and secured the promise of the newspaper to back them up with a considerable amount of publicity.

He found one of these theatres about five years behind the times. The projection from the 12-year old machine was very bad and the house was dirty. A diplomatic, impressive talk by the Exploiteer resulted in a thorough renovation of the theatre and the installation of two new machines.

This was all constructive work of the highest order and is bound to help business for both theatres and Paramount.

## Out of Luck

The young man arrived at the party and made his way to the hostess, greeting her and apologizing for his lateness.

"Awfully glad to see you, Mr. Jones," said the hostess. "So good of you to come. But where is your brother?"

"He was unable to come. You see, we are so busy just now that it was impossible for both of us to get away, and so we tossed up to see which of us should come."

"How nice! And you won?"

"No," replied the young man, absently, "I lost!"



#### "BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION
11s Contents are Strictly Confidential

PAUL L. MORGAN

- - - Editor

Vol. 7

NOVEMBER 27, 1922

No. 21

# A Thanksgiving Thought

Let all thoughts turn to Thanksgiving and just what it implies.

Never more appropriate was the thought that "think of the other fellow, then see how WELL off you are." Implied, it means something—casually thought of—means nothing.

Indeed we have much—very much to be

Indeed we have much—very much to be thankful for, not only for the present but in the days that have passed.

Trying days?

In a measure, yes, but what is our real con-

ception of "trying days"?

In a commercial way we have had our trying times, but we have unconsciously and wrongly applied them to our well being which, taken unto the right thought, is grossly wrong.

There are very few in our big family who have suffered to any great extent and it is in this respect that we owe thanks to God in His blessings upon us thru our so-called "trying times."

Then we are among the fortunate and we shall consider the real sufferers whose pennies are scarce and who literally beg for the much renowned "Turkey Dinner," that you and I enjoy each year.

There are many little tots who, at Xmas time, will be on the outside looking in and thru it all they will also give thanks to God.

For what?

For something one hundred per cent less than

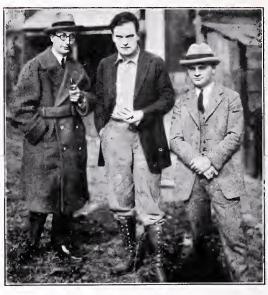
you and I possess.

Bear a thought for these unfortunate ones and if possible—give in your best measure anything that will make them happy—whether it be now or Xmas, and you shall be rewarded.

P—aramount Pictures always portray,
A—rtists renowned in their style of play.
R—efined and select to the highest degree,
A—bevy of stars in each cast you see.
M—asters are we of film-dom's fame,
O—ur works typify our illustrious name.
U—nder the flags of many great lands,
N—ever a picture but Paramount stands
T—riumphant—THE LEADER—of all other brands.

MILLARD LEAVITT.

## **Cut Pittsburgh Way**



When Tom Meighan was on location taking oil scenes near Pittsburgh recently for "Back Home and Broke," two of our energetic exploiteers, well known to all of us, interviewed the star and were caught by PEP'S cameraman.

Reading from left to right they are: Walt, Lindlar, Tom Meighan and A-Mike Vogel.

#### Toronto Tattle

"Joe" Ferte hopes to reduce half a ton or so while the boss is in California. He is holding down the swivel chair.

I'm the fellow that's really yellow, With a heavy, deep bass voice.

I chase the Hero, fight the Hero, And get killed at the finish, by choice.

They call me the villun, but boys I'm sure willin' To cash in, in the last act, For if I had to marry that girl I'd rather die, that's a fact.

We hesitate to mention the name of the authorpoet whose fertile brains gave birth to the above. They are the lines which introduce the hero in the Paramount Review, rehearsals for which start this week.

Incidentally, "Jim" Foe has been cast for the villainous rôle. The job of heroine is still open.

With Mr. Akers in sunny California and Exploiteer Smith in the frozen West, we can only pray for the success of the good right arm of our champs in the bowling tournament.

Marguerite Doyle has been called away by the illness of her mother. The whole office hopes for her early return

# Keeping Them Sold After We Sell Them

Dedicated to the Whole Office Force of All Exchanges

By H. F. Nicholson, Traveling Representative, Zone 4, Denver, Colo.



Every time you pick up PEP Magazine or a letter from any one connected with the film business, you will find directions for selling and how the product should be sold. As a matter of fact, the last PEP had an article about what a good contract constituted.

My idea of a good contract is one that is finished and renewed without listening to a lot of grief from the Exhibitor about the petty

larceny things the office does to them.

Now this cap is going to be made flexible, so that it's bound to fit

any that try it on.

John, the Salesman, starts out on his trip full of Pep, with his little bag full of tricks—going to knock 'em dead! He has just read the back of a Magazine and found that ad which starts something like this, "See the World, ride in Pullman trains, live in the best Hotels, earn \$10,000 a

year-BECOME A TRAVELING SALESMAN" (you know, boys, we've all read it) and, away he goes down to the station, gets his ticket and looks for a Pullman, but there are none on that train so he must ride in the day coach. Well, that's Jake with him. He rides about three hours and here's his station—yes, the light is lit (at the station). Now for the best hotel. Best? Oh, yeh! right down the street on the right—that's the best and only; and then the room with running water, every time it rains down the wall, and the Ostermoore Mattress

Ad on the Calendar (that's as near as it ever gets to the bed). Oh, well, the next town will be better. John takes his flop and wakes up in the morning like a half-closed jack-knife, still full of Pep. The hotel keeper greets him with a wonderful smile and a "How'd you sleep?" What can he say? He wants to keep that Pep up—so, the answer is "FINE!" and "This is a nice town, what's your population?" The hotel man is a town booster. "Twelve hundred right now." "That so? Some town!" town!

John gets his nice greasy breakfast and looks over his route sheet-finds out George Smith is the Exhibitor. He neets Smith and the population now is only seven hundred (while the actual population is 900).

"Well, what are you selling?"
"PARAMOUNT PICTURES." "Oh," (rather lame dog-like). "How's business?

"Rotten! If it gets any worse I'm going to close down another night."

"Well, what's the trouble?"

"Oh, this town's shot all to pieces-can't get any money for wheat or beets, cotton, cattle, sheep (or whatever the industry of the town happens to be—you know, boys, the same old squeak, and anything to cut prices and take the heart out of John the Salesman who has his shoulders padded with blotting paper and Mr. Smith can cry his eyes out). Well, I'm not going to use any more Paramount! They're the hardest Company in the world to do business with. Can't keep books and always trying to rob us some way or other. Why only last week they sent my film out C.O.D. and no paper and I had already sent my check in, and when I took the C.O.D. out I found the paper in the box and the show was for that night. And the week before I received a Parcels Post package with thirty-six cents postage on it, and when I weighed it up it should have been fourteen cents and the box and filling of scrap

(Continued on Page 7, 2nd Col.)

## A Live Seattleite



A. A. Haley

When it comes to telling the world about Paramount Pictures. A. Haley, Salesman, covering Zone Two out of our Seattle Office, is there with the title holder.

The words Paramount Pictures are easily distinguished on the back of the tire rack.

Mr. Haley was formerly a Booker and attended the Bookers' School in New York.

## Mason on the Job

Mr. Mason, Wilkes-Barre's Zone 2 salesman, strolled into the Arcade Theatre, Wellsboro, Pa., and was met by the manager in a very woeful frame of mind.

He had booked "Manslaughter" at what he felt was an exorbitant price and he was at his wits end to make it go over big. Mr. Mason took in the situation and in less than half an hour he had borrowed a wrecked automobile from a local garage, had it hauled to a tree in front of the theatre and arranged the wreckage in such a manner as to make it appear as though the accident had just happened. On the tree he placed this sign: "The driver of this car has been arrested for 'Manslaughter.'" In another half hour the whole town was agog over the accident, which was all the more mysterious, as no one could find an explanation.

We do not know the result of the box office receipts but our friend, the exhibitor, was certainly in a better frame of mind when Mr. Mason left and as far as we can find out, the whole thing did

not cost a penny.

## Chicago Peppy Peppers

By Irma Beck

Chicago Paramount Pep Club had its First Birthday Party on November 6th, and all members turned out with a large host of friends. The entertainment was a regular Paramount De Luxe Program, which consisted of a pre-release showing of "Clarence" and a Musicale given by a selected number of our club members, who, by the way, are professionals. The Birthday Cake, of course we had one, seven inches high and fifteen inches in diameter, was cut and served by Miss Mary McGranahan, retiring Treasurer and Chairman of the Refreshment Committee. Music held sway until the wee small hours, and that everyone had a good time was evident due to the fact that all ex-pressed regret at having to leave. But we were forced to bring the evening to a close, as the lights went out and we didn't have a quarter left for the meter.

Mr. Agnew, one of our most estecmed members, committed a scrious crime recently, and was scntenced to LIFE. After a three weeks' honeymoon Mr. Agnes returned to the office to take up his duties as Division Sales Manager. Great stuff, Agnew; accept the congratulations and best wishes of the Paramount Pep Club for your future happiness.

Our Pep Club has enrolled another new member, Mr. A. W. Friemel, who has returned to the fold after an absence of several months.

The Chicago Exchange was thrown into a state of excitement last week when Mr. Joe Cerutti, one of our Honorary Members, now working at the New York Exchange, dropped in with his blushing bride. The happy couple spent one whole day at the exchange, leaving the office after a siege of handshakes and congratulations. It's a grand and glorious feeling to be remembered by one of our co-workers, especially when he's on his honeymoon.

#### Around the Circuit

By Bam

Bill Danziger, Chicago, advertised in newspapers and handbills that he would give a live baby away at the premier showing of "The Old Homestcad," at the Auditorium, Libertyville, Ill. "A cute youngster, with brown hair, brown eyes and feeds from the bottle." A nurse wheeled the baby carriage around the streets with the hood closed. Merchants advertised various gifts they would present to the adopter. When they brought the orphan out on the stage it was a baby pig! A lot of fun and plenty of business.

John Kennebeck, Des Moines and Omaha, to exploit "The Ghost Breaker" in the Nebraskan metropolis, tied up with the Omaha Bee, offering prizes to anyone who would become a ghost breaker by staying in a framed-up haunted house and putting the "ghosts" to rout. The stunt had the whole town talking and helped business for the Reid picture immensely.

Wayland Taylor, San Francisco, arranged a perpetual tie-up with the jitney bus drivers there for the Imperial and Grenada theatres. The crowds can't help but see the big signs advertising Paramount Pictures playing these houses that are stretched across the backs of these automobiles.

Russell Moon, New Haven, put a "Young Rajah" impersonator in a tobacco store window, smoking an Indian water-pipe. When a large crowd collected, the Rajah would step out and hand around folded sheets bearing the outside caption "Your Future Foretold," and inside a little fortune-telling hokum which evolved into a sales talk for the picture. This made capacity business for the Crown Theatre, New London, Conn.

# THIS TWENTY-FOUR-SHEET JUST SHOUTS



## St. Louis Belles



Here are three big smiles for you from three peppy maids at our St. Louis Exchange.

From left to right they are: Mary Edscom, Della Tadlock, and Edna Buchanan.

## Another Noteworthy "Old Homestead" Tie-up

By Bam

Paramount Exploiteers, putting over "The Old Homestead," seem to be out to beat the unprecedented exploitation of "Manslaughter." You've read of the big "Old Homestead Day" celebration effected by A-Mike Vogel. Every mail is bringing accounts of splendid work for this production throughout America, among the best of which is that of Rick Ricketson, Denver Exploiteer, in Scottsbluff, Neb.

Rick staged six events that put "The Old Homestead" over with a bang. The American

Rick staged six events that put "The Old Homestead" over with a bang. The American Legion got out its members in uniform, putting on a parade in which was a float bearing a replica of "The Old Homestead." The same organization held an Old Homestead Barn Dance, attracting hundreds. The Legion quartette donated its services for a prologue to the picture.

On Sunday every minister in town spoke of "The Old Homestead"—its joys, sorrows and tribulations—but always of its cleanliness and wholesomeness. On opening day came a special four-page newspaper section with all the merchants advertising Old Homestead Bargains at \$1. The next day Old Homestead candy, supplied by a local confectioner, was distributed free on the streets.

Rick sold the Mayor on an appeal for the town, to return to the moral code and standards of "The Old Homestead." Hizzoner immediately issued the following Proclamation:

"This is an age of Homes and any effort made to strengthen and brighten the Home must add to the happiness and prosperity of the people. More happy homes mean less viciousness and more law-abiding people. "The Old Homestead," be it a dug-out or a shanty, was a happy home, and I trust that this "home week" we may bend our efforts toward developing more happy homes. Make your home happy and the world will be brighter for us all."

This went on the front page of the daily paper along with statements by leading clergymen. Now we ask you—could anyone do more than Rick did—in Scottsbluff, Neb.?

# Keeping Them Sold

(Continued from Page 5)

paper made up the difference. Not much of a waste but it all adds up."

PEP'S STILL THERE! "Well, I'll take that up with them."

And after listening to that and a thousand other griefs (you know the kind, boys)—
"What became of the other man?"

"Oh, he died of a broken heart trying to carry the grief of 75 exhibitors in his Zone and it finally got him."

Finally after another hour or two they talk productions and prices—mostly prices, as that is all the small towns buy. They don't pay a darn cent over \$7.50, \$10.00, \$12.50 and \$15.00 and in fact, can't.

Now, any of you birds who say you won't listen to his grief, you don't sell him.

You must hear it! I've heard the same story from one bird four times and will keep on hearing it every time I go in and I'll sell him every time also.

But, is he sold after the contract is taken and the order for the additional one-sheet on the Specials that you advised him to step on? No, he's only one-fifth sold, the other four-fifths of the selling is done by the Exchange force. From the Branch Manager, the Office Manager, the Booker, the Auditor, the Billing Clerk, the Cashier, the Accessories Manager, the Shipping Clerk, the Poster Boy, the Mail Clerk, the Inspectors, and, in fact, everybody in the office must finish that sale, or it is not a sale; and, one or two little slipups or mistakes and the sale is off—and not only that, but all our future chances of selling him.

Each and every one of those \$7.50 accounts must be diagnosed just as a doctor diagnoses his cases. They all have some peculiar little bug that must either be chased out of their system or nursed as long as it is there; and, don't think that little \$7.50 don't count. He does! He's the biggest, toughest and costliest customer we have, and he costs us more than the largest account we have, both in money, good men and grief.

Little mistakes are the ones. A little slip on the typewriter, just one letter wrong or figure; or two statements for he same article; mail sent to the wrong place; the wrong frame on the Booking Chart; two bookings on the same film, misshipments, double paper orders, too much weight in Parcel Posts shipments, most of them weigh them just to see how much that Film Exchange is cheating them out of, and we all know Uncle Sam gets the difference unnecessarily. Hard-boiled letters cause a lot of it. Unnecessary letters and lengthy wires a lot more, because he has to pay for most of them.

We are not bothered with these griefs with the large accounts because they are business men and keep an accurate set of books, whereas most of the small accounts don't. All the reference they have is the stub end of their check book and an old calendar, or some of them keep the booking sheets for reference; in fact, in every case of trouble with the Accounting or Booking Departments, I have found the Exhibitor does not keep books and does

(Continued on Page 11)

# In the Foreign Field

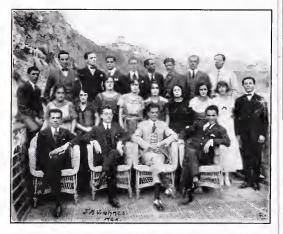
#### Talking It Over



Here we have Managing Director of our Foreign Offices, John C. Graham, on the right and Adolphe Osse, Branch Manager of our Paris office, looking over criticisms on Paramount pictures shown in the key cities abroad.

The photo was taken at Mr. Osso's home just outside of Paris on the occasion of Mr. Graham's last visit.

#### Our South American Staff



We are always glad to introduce friends from across the sea to the readers of PEP and again take pleasure in showing the office staff of our exchange in Rio de Janeiro.

staff of our exchange in Rio de Janeiro.
J. A. Vinhaes, Jr., is the manager and can be seen seated second from the left in the front.

# First Run House in Japan



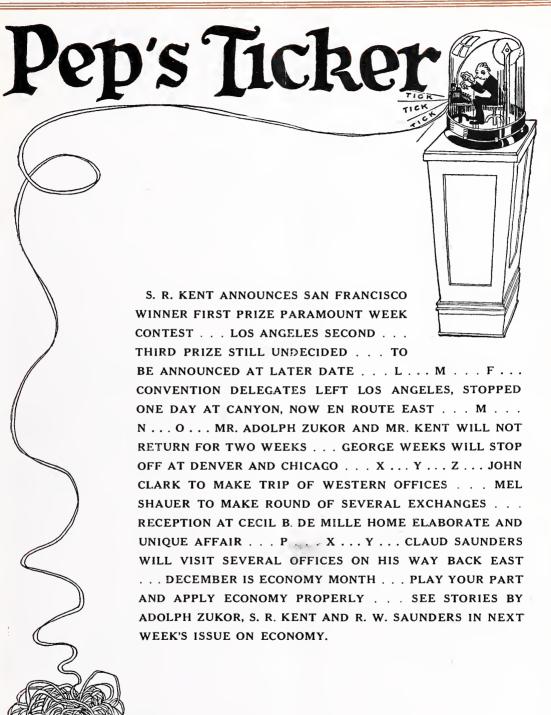
There are many theatres in our good old U. S. that would like to boast of such a decorative front as that shown in the above photo.

This is the Asahi-Kwan, the first run Paramount house in Kohe, Japan.

E. E. Shauer advises us that this house has contracted exclusively for our product and that the cpening picture there was Cecil B. DeMille's "Fool's Paradise," as is advertised in the theatre front.

The house as you can see is liberally and exclusively decorated for the opening week September 29th.

# December Is Economy Month



# December Is Economy Month

#### Four Good Reasons



Out in Oklahoma City that Exchange boasts of four good reasons why exhibitors book and show Paramount Pictures.

From left to right they are: Lee Chandler, Salesman; A. E. Rook, Accessories Manager; W. W. Caldwell, Accessorics Sales Manager, and C. E. Leachman, Salesman.

#### Des Moines Peeps By J. E. Kennebeck

Open house celebration was held at the opening of our new exchange in Des Moines on November 5th, when all the employees at the invitation of A. W. Nicolls, Branch Manager, assembled for the first time in the classy projection room for previews of late Paramount releases. T. N. Faulkner, Field Representative, had everything in ship-shape condition in the new exchange. The quarters are at 1117 High Street, in a spacious new building devoted exclusively to Famous Players-Lasky. 'PEP will carry more particulars with pictures in a later issue.

Close upon his appointment as Branch Manager of the Des Moines Exchange, A. W. Nicolls, who has been preaching and selling Paramount for several years in the Middle West, surrounded himself with a quintette of go-getting salesmen, infused with enough Paramount pep to make "a jack-rabbit spit in a bulldog's face." Mr. Nicolls terms his salesmen the "Min-ute Men of the Middle West" for Paramount. They are: T. M. Eckert, preaching Paramount in Zone 3; Ted Mendenhall in Zone 4; O. H. Garland, a successful film man from Alfred to Omaha, in Zones 5 and 2; W. H. Wiley in Zones 1 and 8, and Frank Crawford in Zones 6 and 9.

Mr. Crawford went over to Paramount last week. He was star salesman for Universal working out of the Des Moines office and has made wild acquaintance with film men throughout Iowa. "I'm Paramount all over now," he said at the last meeting of salesmen.

Then there is Mr. Wiley, who has been with Paramount but three weeks. He has already shown himself the personification of pep, push and pull in signing up Paramount contracts.

#### Montreal Mutterings

By R. E. R.

"Trying Tom" Dowbiggin returns once more, this time from New York.

"You don't know the half of it, Dearie," says

He didn't have a stiff neck from looking at the skyscrapers, but came back round-should-ered. "How did he get that way?"

Our Bowling team still continues its "onward march." The league has started to engrave its name on the cup already.

Business in Montreal theatres is assuming proportions which threaten to make it a record vear.

Mr. Gallagher and Mr. Shean, the two best "Yes Men" in the country, have got nothing on Al Ritchie, our Booker, and John Levitt, our Salesman, when they put their best work in on an exhibitor.

#### Vacations

John: Say, what did you do all summer? Charles: I had a job in my father's office. What did you do? John: Why, me? I didn't work either.

# News From St. John

By R. M. Carson

We welcome our Cashier, Miss Cohen, back from New York, after a month's vacation in the big city. During her visit Miss Cohen called on Mr. Weeks and had the pleasure of meeting several of the Home Office staff.

Our General Manager, Mr. Akers, paid a flying visit to this Exchange a couple of weeks ago and took up several matters of importance.

Mr. Whelpley is back in the territory again and as usual brings back an armful of contracts each time he comes in off the road.

Mr. Hogan, our Branch Manager, has made several trips in the territory and by the pile of contracts he has sent in we presume that he certainly has been doing some great work amongst the exhibitors.

# Practice Economy—December Is Your Chance

#### Hire Out to Yourself

By Gus Heineke Head Shipper at Cincinnati

Some day. When you feel gay, And think you deserve a raise For your valuable services, I'll tell you what to do. You put the shoe on the other foot, And hire out to yourself. Just for a day or two Put yourself into your employer's place, And keep tab on the work you do. Let's see, You were late this morning. Only ten minutes? That's true, but whose time was it? You took pay for it, Therefore you sold it. You can't sell eight hours of time And keep a part of it, Not unless you give short measure. Then, again, how about that customer You rubbed the wrong way? Not your funeral, you say? Maybe, but you're paid For building trade, Not driving it away. How about that work you had to do over? You're not paid to be careless. You're paid to do work well. Not twice over, But once, that's enough: Then do it right The first time you do it. That's what you would do If you worked for yourself. Hire out, then, to a man named "YOU" Imagine it's up to you To meet the pay-roll. Then see what a difference it makes In the point of view. Say, try it once For a day or two.

# A Snow Sport



Miss Hetherington of our Winnipeg office rather enjoys the cold and snow as is evident by the photo.

"It's cold but "ain't we got fun," says this young Canadian miss, who is an enthusiast of the skis.

Miss Hetherington

## Chicago Maids



The Ziegfeld Follies Chorus had better look to their laurels, for when it comes to beauty by the score, they run a close second.

In the photo left to right they are: Marie Miller, Mary Halbert, Bess Sanderson, Hattie Miller, Tillie Crowley, and Fanny Gerring.

By Degrees

Said the proud father of a college graduate, who had just been awarded his M.A. degree, "I suppose Robert will be looking for a Ph.D., next?"

"No, he will be looking for a J. O. B."

# Keeping Them Sold

(Continued from page 7)

not understand the business or any other for that matter.

But because he don't, we must help him, and all the more pains must be taken with him and care taken that we don't tangle him up or irritate him with letters that are meant to be businesslike, when to him they are hard-boiled.

In the small towns he is just as big an exhibitor as the largest Exhibitor in the largest town—in fact, bigger, as in the large town we generally have an out, whereas in the small town there is no out but stay out; and when we think of the vast amount of service he can get we can consider ourselves lucky tobe the Company that is serving him one a week on the only night he runs.

In all these cases he is in some other line. Just imagine sitting on a stockyard fence selling an Exhibitor, or a hay-mow after walking a few miles out to the ranch. It's a fact. In some towns they are the Banker, the Barber, the Garage Man, the Lawyer, the Judge, and in the Mormon communities the Bishop; but it makes no difference, they are the Homer Ellison in their towns and must be seen, sold and kept sold.

And John is still full of PEP!



# Spots And Arcs From The West Coast

By Shirk

A proof of the fact that it is hard to get into a picture studio unless there is a real reason for so doing is embodied in the application of a lady for a seamstress's job in Ethel Chaffin's wardrobe:

"I do not know how to apply for a position," says the applicant, "except by letter, as the whole place seems to be fenced and all closed up."

Speaking of applications, the other day Mrs. McGaffey, in charge of Research, wanted a new assistant or stenographer or something and interviewed several aspirants. She told them they might be called on to answer all kinds of odd questions and so asked one of the applicants a couple for experiment:
"If you were asked about the pre-Raphaelites,

what would you say?"

"Oh," responded the girl, "I didn't pay any at-

tention to the election.'

The interrogator tried again: "Suppose a director asked you to get out some photos of a Spanish Grille?"

The other brightened: "That's easy," she remarked. "I know a Spanish grill is a chop, a piece of bacon and so on, all stuck on a stick and broiled together!"

Hot stuff!

Barbers in Hollywood are said to be putting on extra men and adding new chairs in anticipation of the return from Utah of James Cruze's company making "The Covered Wagon." Hair and beards alike have grown freely during this film.

Tonsorial note: Bertram Johns' mustache is out again.

PEP was sure welcome in Utah at Camp Cruze. The way the folks in James Cruze's company making "The Covered Wagon," seized on the copies sent up there by the Hollywood Publicity Department, was a sight that would have done ye editor's heart good. Copies were at a premium.

Betty Compson learned to make "poi" in Honolulu. Pictures sent down from there where she has been making "The White Flower," under Julia Crawford Ivers' direction, show her pounding the taro root into powder. Someone suggested that this possibly gave the picture it's name: "The White Flower," (Flour). Subtle, isn't it?

"As soon as I told 'em about discovering gold Oliver, playing Kit Carson in "The Covered Wagon." He finished his rôle earlier than the others and returned to the West Coast Studio. "Wonderful camp," was his comment on Camp Cruze.

#### A New Process



Loren Taylor

Cecil B. De Mille's new picture, "Adam's Rib," will see the first use of a new "color registering" effect per-fected by Loren Tay-lor, head of the Special Color Process Department at our West Coast studio.

By this new process color can be "spotted" any place on a piece of film. In "Adam's Rib" it is used to color green, yellow, red, purple and myriad other tints illuminating Japanese lan-

terns carried by dancers in a crowded ballroom, adding much of artistic interest to this scene in which appear Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon.

# Alice Brady Back From Florida

Alice Brady and her company of players have returned to the Paramount Long Island Studio from Miami, Fla., where they have been making exterior scenes for "The Leopardess," a picture adapted from Katherine Newlin Burt's novel of that name.

Most of the South Sea Island scenes were made at Cape Florida, and the company is now at work in the studio under the direction of Henry Kolker.

#### Brontosaurus Excelsus



At least that is what Cecil De Mille is explaining to his group of players and Miss Macpherson, the author of "Adam's Rib," in a conference prior to the taking of a scene.

The subject of discussion is the Brontosaurus Excelsus, one of the four huge two-ton dinosaur skeletons used in Mr. De Mille's latest production

In the photo, left to right, they are: Pauline Garon, Elliott Dexter, Jeanie Macpherson, Cecil B. De Mille, Milton Sills and Theodore Kosloff.

#### Bebe Has Callers



Today after Bebe Daniels arrived at our Long Island Studio, to start work on "Glimpses of the Moon," three gentlemen called to see her on one of the sets.

They are from left to right: H. H. Buxbaum, New York District Manager; Al Green, Tommy Meighan's Director; Miss Daniels and Tommy.

# Dorothy Dalton Visits in Chicago

Dorothy Dalton, who has just completed a new picture, "Dark Secrets," at our Long Island Studio, spent a few days with her parents in Chicago, en route to Hollywood where she will make "The Law of the Lawless," by Konrad Bercovici, under the direction of Victor Fleming.

# Cecil B. De Mille to Film Ten Commandments

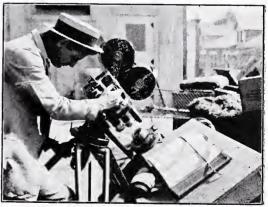
As a result of the nation-wide contest for an idea for his next motion picture production, Cecil B. De Mille has announced that he will dramatize the Ten Commandments and make of them the biggest picture of his career as a producer.

This decision was reached through a contest, conducted by the Los Angeles Times, in which Mr. De Mille offered one thousand dollars for a single idea, expressed in not more than three hundred words, which would serve as a basis for a picture. At the close of the contest it was announced that he had decided to award eight first prizes of one thousand dollars each, but the nature of the suggestions were kept a secret until recently.

The scenario for the picture is already being prepared by Jeanie Macpherson, who has adapted all of Mr. De Mille's stories for the screen, and production will commence April first. In preparation for the picture Mr. De Mille will take a vacation from active production after he has finished his present picture, "Adam's Rib," for the purpose of resting, studying the scenario and supervising the erection of sets.

"The contest," says Mr. De Mille, "is a great demonstration of the value of appealing directly to public opinion for ideas. This tremendous theme for a picture has lain neglected and hidden in the minds of people, and we have been justified a thousand-fold in taking these means of drawing it out."

## Making a Close-up



When you sit in your projection room and see a close-up or script from some book figuring prominently in the action, many of you wonder how it is done.

The operation, while it appears simple, is one that must be exercised with the utmost care on the part of the photographer.

The photo shows one of our cameramen at the West Coast Studio making such a close-up.

#### YEXTRY!

#### New Arrivals in Catville

By Marion Brooks-West Coast Studio



From left to right: Hessy, Kathlyn, Charles and Dick, and we're telling you they're some family and have some distinctive history. Mentally, they belong to us, but physically and determinedly they are the property of one George Dixon, Lasky Studio stage director. Their "hang-out" is his office and the last one on the right—the one christened "Dick"—is his namesake. Last, but most essential, Friend Dixon fills the family ice chest with hamburger!

We defy any youngster to boast of a stage career such as theirs. Their mother showed the good sense and rare judgment of presenting them to the world in no less a place than the dressing room of Miss Kathlyn Williams! They are named accordingly. "Hessy," being very black, is named after Miss Williams' dusky lady-in-waiting. The real Miss Hessy may well be proud of this namesake business, because "Hessy" is surely queen of the lot and we must say we like her best. Unlike the three other children, she never cries, and she looks the whole world in the face with an assurance that her nine lives are appreciated and that she believes the less energy wasted in crying—the more she'll have left for eating.

more she'll have left for eating.

"Kathlyn" is named after Miss Williams, and we must admit that of the four she is the most beautiful. However, beauty, as the saying goes, is only skin deep, and "Kathlyn" is a terrible cry-baby.

Last, but by no means least, is "Charles," who is named after no less a personage than Mr. Charles Eyton, manager of the whole Lasky lot. That Master Charles appreciates the honor is evidenced by the business-like attitude with which he tackles his meals.

The next big Paramount Special will be entitled "Why Cats Leave Home," and will depict Hollywood night life in Catville on the Lasky lot. (Mr. Dixon's Catville has a population of about 30!)

# Read Fast

First Co-ed—"You look like Helen White." Second Ditto—"I know it, but I look better in brown."

#### What's This?



The latest thing is the milk jag—with all apologies to Volstead. But if you drink enough milk you'll get dreadfully sick. For example, Conrad Nagel and Adolphe Menjou, leading man and heavy in our pictures, found about three gallons of the sterilized product of the cow in our West Coast Studio recently and drank it all. Look at the disgraceful result.

Conrad Nagel Preaches at Los Angeles Church

Bringing to light a hitherto hidden ability for religious preaching which is his direct heritage from Roger Williams, founder of Rhode Island and the Baptist denomination in America, Conrad Nagel recently preached the address of the morning at the Wilshire Congregational Church, one of the most fashionable of the many churches in Los Angeles.

Nagel, one of the most popular of the younger leading men on the screen today, boasts of an ancestry of Baptist ministers. His maternal grandfather was the last of the line which dates back to the historical figure of Roger Williams.

The versatile actor chose as his subject, "What Religion Means to Me." Although his religious beliefs differ from those of the church in which he temporarily occupied the pulpit, he delivered a powerful sermon which won high praise from the members of the congregation and the resident pastor.

# The Nono Doll

politics or



Although P a r i s started the fad of the Nono dolls as mascot, Agnes Ayres soon acquired one as a regular part of fashion.

We understand Miss Ayres will display her little pet in her latest picture, "Racing Hearts."

Agnes Ayres

#### Between Scenes



Jack Holt was snapped by PEP'S cameraman between scenes of "Nobody's Money," his latest picture, under the direction of Wallace Worsley.

Mr. Holt is in one of his favorite garbs and his chief hobby is polo.

Jack says "where there's a poly pony, there's a Holt."

Jack Holt

# "Java Head" Cast Breaking Up As Picture Nears End

With the end of George Melford's production, "Java Head," approaching at the Long Island Studio, some of the leading members of the cast are already taking leave of the fellow members of the cast to return to the West Coast where they have been cast for future pictures. Others will begin shortly to arrive here from California to take their places as members of casts of pictures soon to be filmed in the East, including Mr Melford's next.

Arthur Hull, having completed his work as William Ammidon in "Java Head," has already returned to the Coast, while George Fawcett, who will be seen as Captain Barzil Dunsack, left last week. His next work will be in support of Gloria Swanson in "Prodigal Daughters," which Sam Wood is just starting at the Lasky Studio.

# A Night Shot



Above is an exceptional view of Sam Wood's staff shooting a night scene, which is the reproduction of an Argentine celebration in the city of Buenos Aires.

Ås you can well realize, countless lights and cameras were necessary to get this shot.

# She Vamps 'Em Both

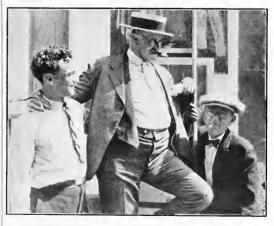


Sam Wood, Director, and "Tony" Moreno, leading man for Gloria Swanson in "My American Wife," just simply couldn't go on the set before posing for PEP'S cameraman with little Gloria Wood, Mr. Wood's charming little daughter, shown in the centre.

Left to right, they are: Antonio Moreno, Gloria Wood and Sam Wood.

at a sa

# Supporting Roberts



"It's seldom that I have had the honor of the support of two directors," said Theodore Roberts recently when PEP'S cameraman caught him being supported on a ladder by Philip Rosen left and Paul Powell, right.

The grand old man is exceedingly popular with everyone at our West Coast plant as well as thruout the organization and the directors, stars and other members of the studio find many happy moments conversing with Mr. Roberts.

一番のよう

# LAST MINUTE-GRAMS

#### FROM S. R. KENT

FROM LOS ANGELES

PEP

FAMOUS PLAYERS N Y

WINNER OF FIRST PRIZE PARAMOUNT WEEK SAN FRANCISCO SECOND LOS ANGELES — THIRD PRIZE HELD UP WILL ANNOUNCE LATER CONVENTION A SENSATIONAL SUCCESS — IT WILL MAKE NEW HISTORY

S R KENT

#### FROM C. E. McCARTHY

FROM GRAND CANYON

PEP

FAMOUS PLAYERS N Y

FRIDAY MORNING DEVOTED TO SCREENING PICTURES IN AMBASSADOR HOTEL THEATRE — CECIL DE MILLE ADDRESSED CONVENTION AND IT WAS ANNOUNCED WALTER HIERS WOULD BE STARRED IN MR BILLINGS SPENDS HIS DIME — AFTERNOON GIVEN OVER TO INSPECTION STUDIO WHERE LASKY HELD MEETING DIRECTORS WRITERS AND DELEGATES — AT END MORNING SESSION ANNOUNCEMENT MADE SAN FRANCISCO OFFICE WON FIRST PARAMOUNT WEEK PRIZE LOS ANGELES SECOND PRIZE—OTHER AWARDS HELD UP PENDING READJUSTMENT OF FIGURES — CUP DONATED BY DIVISIONS ONE AND TWO ACCEPTED BY JOHN CLARK FOR DIVISION THREE CUP TO STAY IN SAN FRANCISCO — FRIDAY EVENING DELEGATES WENT ON PARTIES AND SATURDAY MANY MOTORED TO RIVERSIDE — DELEGATES DEPARTED FOR HOME SUNDAY SPENDING MONDAY AT GRAND CANYON ARRIVING NEW YORK FRIDAY MORNING REGARDS

CHARLES E McCARTHY

# FROM A. H. SHIRK

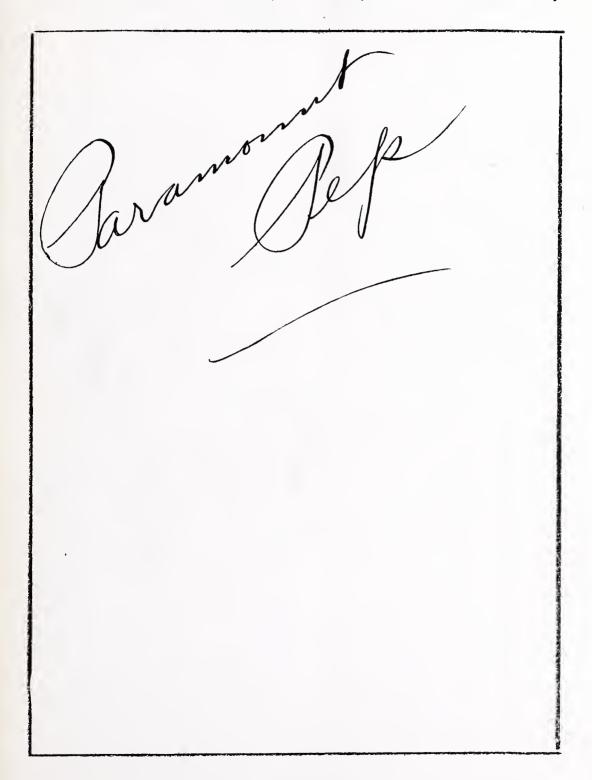
FROM HOLLYWOOD

**PEP** 

FAMOUS PLAYERS N Y CITY

BRILLIANT RECEPTION AND DANCE LAST NIGHT AT CECIL DE MILLES MAGNIFICENT HOME LAUGHLIN PARK HOLLYWOOD TO DELEGATES TO CONVENTION — VIRTUALLY EVERYBODY OF NOTE IN FILM WORLD WAS PRESENT INCLUDING POLA NEGRI GLORIA SWANSON AGNES AYRES JACK HOLT ELLIOTT DEXTER WILLIAM S HART AND ALL OFFICIALS OF THIS COMPANY AND STUDIO — THE PROGRAMME TODAY INCLUDED BESIDES SCREENING UP PICTURES AT CONVENTION ROOMS AND THEATRE IN AMBASSADOR A VISIT TO LASKY STUDIO DURING WHICH DELEGATES WILL BE SHOWN THROUGH ENTIRE PLANT

ADAM HULL SHIRK



-THIS IS ECONOMY MONTH-

# **Economy Is Sound Platform For Success**

Proper Execution of Economic Principles Forms Sound Basis for Welfare of Our Organization

By Adolph Zukor

At the suggestion of the Department of Distribution, I have designated December as Economy Month thruout our entire organization.

All of us, more or less, have been unmindful of the huge benefits derived from the careful practice of economy. This coes not only apply in our official tasks but in many other ways. There is that which is sometimes known as "Fruitless Economy" but to my mind there

is no such thing possible, for economy not bearing fruit is not economy at all-it is a malpractice of the intended good of this phase of business welfare and is ofttimes ruinous to those who practice it.

Real economy properly executed is that to which you and I give a bigger personal thought and consideration. The saying "It is the little things that count," will play a big part indeed during Economy Month and it is with every sincere solicitation that I ask observance of this month of December.

Each one can do his or her part and practice, with the rest, economy to the extent of a saved

paper clip.

Stop a minute, then think of what this means to our company, with the Home Office, studios and every exchange and other stations under our jurisdiction and you can well realize the powerful result for our future welfare.

Cut down on your unmindful wastefulness—

devote a little more personal consideration to your daily disbursements and you will be the one to profit thereby.

ADOLPH ZUKOR.

कि विद्यास्त्र होत

# THIS IS **ECONOMY** MONTH — SAVE IT!

哪里 如

# De Mille's Next

The Ten Commandments has been chosen as the title of Cecil B. De Mille's next picture to follow "Adam's Rib," by Jeanie Macpherson.

The Ten Commandments was awarded first

prize in Mr. De Mille's nation-wide contest for a new idea which brought 30,000 entrants. Eight different people named the Ten Commandments and although the rules called for but one prize of \$1,000, Mr. De Mille and executives of Paramount Pictures, voluntarily gave \$1,000 to each of the seven others.

The Ten Commandments is planned as De Mille's greatest achievement. Months will be required in the making, big stars will be used, expert technical assistance will be called in, everything possible will be done to make it an outstanding offering.



# **ECONOMIZE** AND BENEFIT **THEREBY**

現の中中中

# "Save It," Says Kent

"No Need to be Children of Extravagance," He Says.

Entirely sold and enthused on December as Economy Month, S. R. Kent says of this:

"We are going to carry out the intended ideals of Economy Month as originally suggested by H. H. Buxbaum, District Manager of New York.

"Mr. Zukor, as you know, has designated December as Economy Month thruout our entire organization. This will apply not only to the Exchanges but the Home Office, Studios and all departments in our business.

"Our devoted thoughts and proper applications on economy will not only do a great deal of good for ourselves, but will save a great deal

of money for the company.

"We can practice economy in many ways not by holding up any bills to make a good showing, but just plain ordinary concentrated thought to save-save it-make this your slogan.

"Eliminate waste in stamps, stationery, telegrams, traveling expenses, anything-save it and do it by setting your heart on saving in the right way. Not in a way that will be detrimental but in a clear, concise manner that will produce results.

"We are all more or less children of extravagance. We are in a business that ofttimes tends to bring on extravagant operations.

Every dollar saved is a dollar earned. "Lets set our hearts to economic principles and convince ourselves that-it can be done. "Save it."

# Despise Waste In Any Form

Economy's Greatest Trouble Is Improper Application

By R. W. Saunders-Comptroller



R. W. Saunders

ECONOMY simply means the absence of waste, and not one of us, if we consider the matter thoughtfully, does not in his heart despise waste in any form. The great trouble is in its application. Nature is prodigal and she gives in great profusion and it is probably through this that we insensibly acquire the habit. In the summer, while on our vacations, we pass orchards where the ground underneath is strewn with apples, and say to ourselves: "What a waste there is there! How fine it would be if we could put these apples in the hands of the poor children in the overcrowded cities!"

When Benjamin Franklin, in "Poor Richard Saunders' Almanac," (by the way, he used my name entirely without my permission, but with my entire approval) said: "Waste not, want not," he was really stating a truth that is the basis of all success. It is not the amount that we

get that really counts, but the amount that we save.

The life of every wealthy man who rose from poverty to riches, always starts with the statement that out of the monies earned, even in their youngest years, a certain amount was

statement that out of the monies earned, even saved, and this saving became the capital that made success in later years. Of those who attempt to obtain wealth in any other way, there are but few who have actually succeeded through chance or luck. The same habit of mind that would induce them to make the initial risk on a speculation or investment in which chances are involved, will also induce them after a success or failure to keep on doing the same thing and in time the same doctrine of chance will cause them to lose whatever their success has given them. After all, the only way to wealth and happiness is through saving and the elimination of waste.

In the conduct of any big business there must necessarily be a fair amount of necessary expense. Up to a certain point this is legitimate, is expected and the executives are never unduly censorious in regard to any legitimate expense within that degree. There have been many promising businesses entirely wrecked through failure to keep the proportion of expense at this reasonable figure. If a piece of merchandise costs \$1.00 to make and sells at \$1.50, there is an allowance of \$.50 or 33% of the selling cost out of which must come the selling expense and the profits. If the expense is too great, there are no profits and if it is greater than the \$.50, there are actual losses.

expenditures, placing each dollar where it can do the most good, it is additionally so in regard to the money belonging to other people. There can be no doubt that one is tempted to spend more freely the money belonging to others, especially if, as the saying goes, they believe "the company can well afford it." Sometimes a corporation will go to extreme lengths in trying to restrict expenditures to a reasonable point and will get the reputation of being stingy and unnecessarily close.

I know of one concern that saved over \$4,500 a year by insisting that when a lead pencil was given out the stub of the old pencil be returned. There is also an inability on the part of certain employees to understand just what is meant by this elimination of waste.

They tell a story of a foreman of a construction gang who noticed that certain spikes

(Continued on page 5)

# DON'T WASTE IT

# Highlights and Sidelights on Convention Dinner at Studio

By Shirk

Rob Wagner, whose clever speech at the dinner was on behalf of the scenario writers, some time ago had the misfortune to sustain an injury to his arm and still carries it in a sling. Introducing him, Toastmaster Cecil B. De Mille said in effect that the speaker did not get hurt in a fight with a director, but in a bout with a flivver!

Those dandy ash tray-book-end favors with "Jector" disporting himself atop the Paramount mountain, were designed by Frank F. Greene of the studio art title department. These also served as place cards, the name of every guest being painted on the bases of the favors. Needless to say, not one was left behind.

Bowls of flowers, with goldfish swimming in the electrically lighted lower portion, were the table decorations. And they were mighty effective. The electrical and other departments at the studio did themselves proud at this affair.

"For one thing," observed Cecil B. De Mille, in opening the speechmaking part of the show, "this visit of the distributors to the studio has accomplished something that nothing else could have done—for the first time in nine years, the studio is clean. So we will be happy for this week. Next week, I suppose they'll take down the draperies and maybe take up the concrete pavement recently laid down. But today we're clean—absolutely!" Of course he spoke in a spirit of good-natured raillery, but just the same the studio does look as clean as a new pin.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees

FAMOUS PLAYERS-LASKY CORPORATION
Its Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 7

DECEMBER 4, 1922

No. 22

#### Say It with Economy

If you have anything to do or say during December, this month, say and do it with economy.

Start the ball rollin' now in your department no matter where-who-what-which-when or how

you are.

Mr. Zukor hit the nail on the head when he said that we were all more or less extravagant. We are and it is high time that we quit it right now.

Don't look upon the saving of a single paper clip as being humorous or compelling, but with intense thought as to that particular paper clip being saved—saved—that's the word of which we must learn the full meaning.

And again do not bring down a penalty on your record by overdoing or misconstruing the

real meaning of economy.

You can get a kick out of the three big stories in this issue on economy by the Messrs. Zukor, Kent and R. W. Saunders. They are in a position to know the true benefits derived from the practice of saving—and waste—this deplorable habit doesn't fit in anywhere.

Give it the air-it needs it.

Don't waste one damn thing during December.

Save it.

Save it.

Save it.



# **KENT SAYS:**

"DON'T BE CHILDREN OF EXTRAVAGANCE."

PEP AN.

Remember there are better things ahead, and that no man has your interests more at heart than the man at the head of this business.

HARDIN BRYANT LEACHMAN

# Montreal Mutterings

By R. E. R.

"Young Rajah" opened here this week; broke PRISONER OF ZENDA'S record opening day.

Rodolph is a big hit but de Rocheforte ought to knock 'em dead up here with this province 75% French.

Getting set here for the Canadian Convention, the Caravan is getting loaded for it's trip into the Desert.

The girls in the office are now wearing their aeroplane goloshes, as winter has really set in with plenty of snow.

"Pride of Palomar" screened here yesterday. Some horse race. Some photography.

John Levitt, our smiling salesman, came back off the road last week with a set of contracts that any salesman could be proud of. He is a go-getter of sorts, the said John.



# IF YOU CAN'T USE IT TODAY, USE IT TOMORROW

DON'T WASTE IT!



# Dallas Quibs

By Myrtle Masonheimer

Our Booker, Mr. J. V. Lincoln, is the proud father of a ten-pound baby boy. Mr. Lincoln is all smiles these days. Everyone at the office is anxious to see the little "Abe," Jr.

Little ole Dan Cupid certainly isn't napping these days. Miss Billie Napier of the Accessories Department is to be married shortly to our former Accessories Manager, Mr. J. E. Stansfield, who is now with the White Motor Company.

Miss Sadie Platt, our pretty Form 40 Clerk, has a brand new diamond—I think the event will take place some time in February. This is much too much!

Now to make things worse, it is rumored that Miss Welsh of the Accounting Department is to be married in February. Then there will be only four single girls left.

#### Winnipeg Notes By L. Margolis

Mr. Smith, Exploiteer from Toronto, paid our Exchange a visit last week and put over "Clarence," at the Capitol Theatre, with a bang.

What we want to know is, why residents of our city go to California for the winter when California weather comes to us?

We all like our new office very much for two reasons, the other one being that we have the most beautiful scenery about sundown every evening, painted on the horizon by a Master hand, and the whole staff may be seen star gazing, open-mouthed, at the picture at sunset.

We were all pleased to make the acquaintance of our Branch Manager's wife, Mrs. Margetts, and hope she will like us all as well as we do her. Welcome to our fold, Mrs. Margetts and daughter!

Mr. Margetts is making a round of the territory, getting acquainted with the exhibitors and conditions in the different towns.

The Winnipeg Paramount Pep Club is planning another party, about the second week in December, and everybody is looking forward to a good time.

Why is a man like a worm? Because he comes into the world and crawls around for a while and then some chicken gets him.

# Elder Steps Out

J. H. Elder, Dallas Accessories Manager, the week before last chalked up the following tally: 3,822 one-sheets, 1,270 three-sheets, 640 sixsheets, 332 twenty-four sheets, 110,000 heralds, 1,784 window cards, 392 inserts.

He then sold a town in Okla., one twenty-four sheet on every production-it was the first time in the history of this little settlement, so to speak, that a twenty-four sheet made its appearance for motion pictures.

#### Laughs from Montreal By R. E. R.

It's always "head—I win, tail—you lose," in this skirt business; they get longer and the price goes up because of the extra material; they get shorter and the price goes up because of superior quality; and in the shows where no skirts are worn the price of admission is raised and blamed on amusement tax.

Our idea of a lazy guy is the bird who gets into a revolving door and waits for someone to come and turn it for him.

"There are more things in heaven and earth, Professor, than are dreamed of in your philosophy," said the student as he eagerly turned the pages of the Police Gazette.

# Cleveland Bits

By R. Labowitch

Mr. M. Cummings has returned to the Cleveland Exchange in the capacity of Accessories Manager, succeeding Andrew Jackanic, who is now in Detroit. Just watch our Accessories Sales go skyward now with "Mark" at the helm. We are all glad to see him back and wish him lots of good luck in his new job.

# Despise Waste

(Continued from page 3)

were being thrown around in a wasteful manner and impressed upon the boss of the gang the fact that the spikes were expensive and should be taken care of. The next afternoon as he was in that direction, he found a spike and with the thought of further impressing the boss, picked it up and carried it to him, calling his attention to the fact that he had just found the spike, whereupon the boss said: "Shure, I missed that spike this morning and I have had two men out hunting for it all day,' and he had. He had no conception of the fact that the value of the time taken by the men far outweighed the value of that particular

The same is true of the employee who was criticized for starting a letter on a large letterhead when a smaller one would do, whereupon he promptly destroyed the larger one and started the letter over again on a smaller sheet.

The company has instituted ECONOMY MONTH, not with any thought of proceeding to petty extremes, nor restricting employees in any way in the use of necessary materials or labor, but it is of value, every little while, to take an inventory of our departments, of our material on hand and even of ourselves and see if they have all been reduced to what might be termed a reasonable working basis.

Waste is waste, no matter in what form it may appear and therefore the Company is asking you to cooperate with it to eliminate its waste, to see that expenditures when made are necessary to the full extent, to act as a Trustee for the Company in expending whatever monies or whatever time may be at your disposal, and so in every way do away with whatever is useless, whatever can be done without or whatever might in any sense be termed unreasonable. In return for this your Company is made stronger by the amounts that you are able to save, your own habits as an employee are better because the lesson will remain and you will thereby demonstrate your additional value, and your own habits will be better because the habit of saving will extend into your own lives and make you personally better off from a financial standpoint.

In other words, this campaign for one month is not to irritate, but to ask you in a reasonable, logical way to cut off from the Company expenditures which should not be there in the first place and to inculcate in the minds of all of us the desirability of eliminating waste and by so doing create a saving instinct of incalcul-

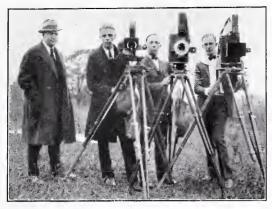
able value to each one of us.



PARAMOUNT DELEGATES ARRIVE FROM WEST COAST CONVENTION . . . E. E. SHAUER SAYS CONVENTION WAS TOO WONDERFUL FOR WORDS . . . X . . . . Y . . . Z . . . THIS IS ECONOMY MONTH—SAVE IT—SAY IT WITH ECONOMY . . . MR. LASKY ANNOUNCES WALTER HIERS HAS SIGNED FIVE-YEAR CONTRACT AS STAR . . . WILL BE STARRED IN "MR. BILLINGS SPENDS HIS DIME" . . . MIKE VOGEL, RENOWNED EXPLOITEER, DROPPED IN HOME OFFICE WITH HIS USUAL PEP . . .

TOM MEIGHAN WILL START SOON ON REX BEACH'S "NE'ER DO WELL" . . . K . . . W . . . O . . . VINCENT TROTTA, HEAD OF ART DEPARTMENT, BECOMES ENGAGED . . . BILL KELLY, FORMERLY BOOKER AT CALGARY, HAS NOW HIT THE ROAD AS A SALESMAN . . . TED YOUNG GETS BACK FROM A TEN DAYS TRIP . . . G . . . D . . . S . . . YOU NEVER SAW SUCH ENTHUSIASM DISPLAYED BY THE BOYS RE-TURNING FROM THE CONVENTION-BY THE WAY, A SHOW WAS PUT ON IN THE DINING CAR ON THE RETURN TRIP ... SEE STORY IN OTHER PART OF THIS ISSUE ... GEORGE MELFORD CERTAINLY HAS SOME BEAUTIFUL SCENES IN HIS PICTURE "JAVA HEAD" NOW NEARING COMPLETION AT LONG ISLAND STUDIO . . . LEATRICE JOY HAS CHARM-ING ROLE IN THIS PRODUCTION . . . ALLAN DWAN MAKING THOROUGH AND RAPID PROGRESS IN "GLIMPSES OF THE MOON" . . . BEBE DANIELS, NITA NALDI AND MAURICE COSTELLO APPEAR IN THIS PRODUCTION . . . THIS IS ECONOMY MONTH-SAVE IT-DON'T WASTE IT . . . TOM KILFOIL DROPS IN TO SAY HELLO . . . DON'T FORGET THAT YOU MUST DO YOUR PART IN ECONOMY MONTH. PHIL. REISMAN TO CONDUCT JOINT CONVENTION OF KAN-SAS CITY, ST. LOUIS AND OMAHA DISTRICTS IN OMAHA FRIDAY AND SATURDAY . . . H. G. BALLANCE WILL CON-DUCT DIST. CONVENTIONS IN BOSTON, ALBANY AND PHILA. . . SAVE IT, IT'S ECONOMY MONTH.

## Making Sure



While the cameramen, three in all, were set for Tom Meighan and the oil well scenes in "Back Home and Broke," taken near Pittsburgh, Matty Cohen, PEP'S Studio cameraman, snapped the battery together with E. W. Wingart, Manager of Publicity at our Long Island Studio.

From left to right they are E. W. Wingart, Eddie Croanjager, Teddy Pahle and Wm. Miller.

## Cave Man Stuff



It's bad enough, says Lila Lee, to be thrown in the hands of a cave man, but when he has armor on and you can't even see who he is, is still worse.

# An Impromptu Chat



In "real life" a maid would hardly hobnob with her mistress, but in "reel life" it is per-fectly O. K., as the above photo indicates, showing Anna Q. Nilsson enjoying a delightful chat with her maid

"I hope you will pardon the pose," said Miss Nilsson, "but this dress is so tight that I find this

is the best means to comfort.'

The picture was taken between scenes of "Adam's Rib," Cecil B. De Mille's latest production, in which Miss Nilsson is featured with Milton Sills, Elliott Dexter, Theodore Kosloff and Pauline Garon.

#### "Java Head" Street Scene



The big street scene for George Melford's "Java Head" was shot by PEP'S cameraman at the Long Island Studio last week while it was in the midst of activities, Mr. Melford having just had his cameras set for the next shot.

Mr. Melford can be seen in the foreground in the light suit; next to him is Ed. King, Manager of our Long Island Studio, and on his left is J. J.

Gain, Mr. King's assistant.

# Long Island News

#### By Wingart

"Taou Yuen," the name of the Chinese character which Leatrice Joy plays in "Java Head," George Melford's latest production, means "peach garden" in English and strangely enough, when Leatrice wore pig-tails and played around in the backyard of her home in New Orleans she bore the nickname of "Peaches." Such are the coincidences in motion picture making.

Lila Lee, leading woman for Thomas Meighan in his last picture, "Back Home and Broke." is having a short vacation in New York while waiting for her new rôle which also will be in support of Meighan in "The Ne'er Do Well." She is doing her Christmas shopping early and seeing all the worth-while shows along Broad-

Bebe Daniels, who is featured with Nita Naldi in Allan Dwan's picture, "Glimpses of the Moon," which has just been put into pro-duction at the Long Island studio, was ill at her hotel in New York recently from the effects of the extraction of two wisdom teeth.

She is back on the set now and with just as much pep as ever.

## Announce Engagement

Vincent Trotta, head of our Art Department. and Miss Rose Rispoli started Economy Month off right by announcing their engagement last Wednesday night.

Congratulations are in order.

# In And Around Paramountown

By Shirk

The largest indoor set ever constructed has been the scene of recent activities of Cecil B. De Mille on his new picture, "Adam's Rib," by Jeanie Macpherson. The set takes up the whole of Number Four stage, the largest glass enclosed stage in the world, and represents a prehistoric forest through which Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon stalk in a "cave-man" sequence of the modern story, said to present the reverse argument to "Manslaughter." The huge trees of the forest are over 50 feet in circumference. It is by all odds the most remarkable setting ever constructed at the Paramount Studio.

Jack Holt has been working almost entirely on location thus far, in "The Tiger's Claw," his new picture, directed by Joseph Henabery and written by Jack Cunningham. Enough thrills, it is said, will be packed into this story to satisfy the most ardent fan. Eva Novak is the leading woman.

Dorothy Dalton is scheduled to arrive from the East this week, preparatory to starting work under the direction of Victor Fleming on Konrad Bercovici's story, "The Law of the Lawless," scenario for which was written by E. Lloyd Sheldon. Charles de Roche, the handsome young French leading man, will also arrive to appear in this capacity in Miss Dalton's picture.

Preparations are now virtually complete for the start of Wallace Reid's picture, "Mr. Billings Spends His Dime," which is scheduled to begin very shortly under the direction of Wesley Ruggles. A. S. Le Vino adapted this story by Dana Burnett which had to do with the adventures of a young haberdashery clerk whose last ten cent piece plunges him into a series of wild adventures.

The great river fording scene for "The Covered Wagon," James Cruze's production, was made this week at location in Utah with many attendant thrills. The company is expected back the first of next week when the picture will be completed with a few studio shots and others at nearby locations.

Betty Compson and other members of her company making "The White Flower" are expected back this week from Hawaii and the picture will then be finished at the studio. Julia Crawford Ivers, who wrote and also is directing the production, has devised a picture said to be unusually charming in its love interest and also replete with unusual and dramatic situations.

Paul Powell has almost completed "Racing Hearts," in which Agnes Ayres will star.

George Fitzmaurice's production of "Bella Donna," starring Pola Negri is progressing as rapidly as the difficult and intricate nature of the production will admit. The situations in many instances are subtle and must be worked out with the greatest attention to detailed action.

Sam Wood started his new production starring Gloria Swanson and titled "Prodigal Daughters" on Monday of last week. This adaptation by Monte M. Katterjohn, based on a novel by Joseph Hocking, has many novel features, not the least of which is the striking characterization supplied the star. As a typical girl of the period, Miss Swanson has ample opportunity to display her undoubted talent and to wear pretty gowns. Ralph Graves is leading man and, among others, Theodore Roberts appears in the cast.

# "Peaches" Joy



Leatrice Joy

Why the "Peaches"?
Here is the story—
When a little girl

When a little girl with pig tails, in New Orleans, her playmates gave her the name of "Peaches." Coincident with the production of "Java Head," in which she plays the leading rôle under the direction of George Melford, her name in the story is "Taou Yuen," which in Chinese means "peach garden."

And her slippers—just look at the photo herewith and say to yourself, "Isn't it most uncomfortable to waddle on those ridiculous shoes?" "It is not,"

says Miss Joy, "to the contrary they are most comfortable—and why not? The heel is the best of support to your arch, and I confess that they are very restful to your feet after standing most of the day."

"Yes," she continued, "I'd recommend them anywhere as a real comfortable bedroom slipper."

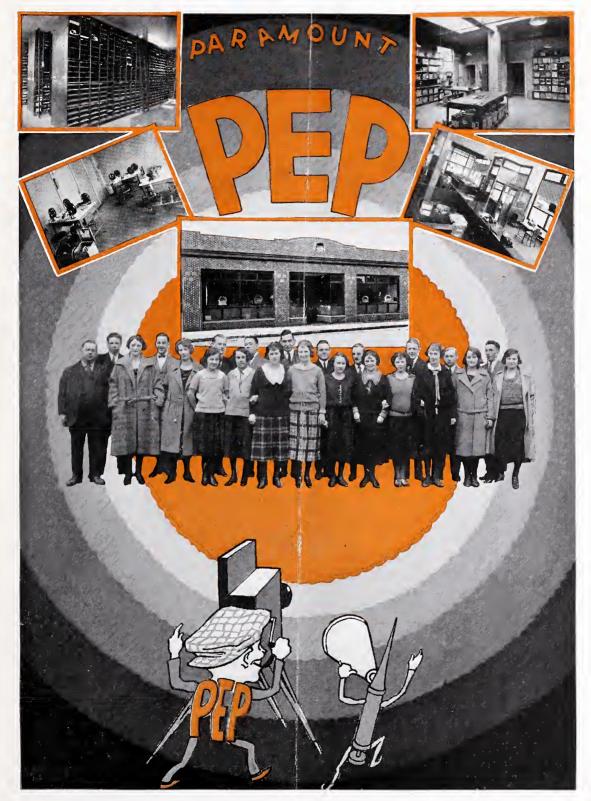
"Here's an idea," says PEP,—"we'll call 'em 'Joy Slippers.'"

# Melford Finishes "Java Head"

In spite of a bad attack of sore throat, cold and headache, George Melford completed his production "Java Head" at the Long Island Studio, Saturday afternoon at 4:30 p. m.

Another most attractive exterior and interior Chinese set was the center of the final action in this picture in which charming "Peaches" Joy plays the leading role.

Handling a hundred or more Chinese (real Chinks) is no small task and the big street scene taken last week was the scene of real action and tactful direction for George Melford whose ability to put on big productions has marked him as one of the real big directors of the screen.



Introducing Our New Wilkes-Barre Exchange
(See Page 2)

# Sales and Production Wedded

Understanding Sentiment of Both Enthusiastically Received at Big Banquet

By Barret Kiesling-West Coast Pub. Staff

Understanding of each other's problems and the resulting confidence that brings truest efficiency, was the outstanding overtone of the main speeches at the big banquet of the Tenth Annual Convention, held at our West Coast Studio.

The keynote of this striving towards fullest cooperation of all branches of the great art-industry was struck by Toastmaster Cecil B. De Mille. Further addresses clinched and amplified this important

pronouncement.

The affair was undoubtedly one of the most unique as well as the most significant motion picture meetings in the history of the industry in this city. It marked the first "get-together" of the stars who make our pictures with the men who sell the product. It brought closer and closer that final ideal of full cooperation between producer, distributor, exhibitor and playgoer, which is the main goal of farseeing executives.

Striking indeed was the setting of the banquet. The tables were laid in the leafy forest aisles of a huge prehistoric set built for cave-man sequences of "Adam's Rib," the new Cecil B. De Mille picture. Trees fifty feet in circumference towered above the banqueters. The prehistoric tempo was set by Theodore Kosloff and his troupe of dancers who came down through the forest, the largest set ever built on an indoor stage, attired in the furs and

bone ornaments of ancient days.
Unique place-cards in Paramount design pro-

vided souvenirs for the guests.

Pola Negri, Gloria Swanson, Agnes Ayres, May McAvoy, Anna Q. Nilsson, Jeanie Macpherson, Jack Holt, Kathlyn Williams, every Paramount luminary now in Los Angeles was present to add their bit to the great welcome tendered the visiting delegates to what is acclaimed the largest and most significant gathering of film executives in local film history.

A feature of the program was the Cecil B. De Mille fashion revue. Dozens of gorgeously attired models passed in review, wearing gowns designed by Clare West for "Adam's Rib," "Manslaughter," and other Cecil B. De Mille productions. Marcell's Revue entertained, also Louise Dresser and Adolph Menjou, the latter with an original song, "Adam's Rib," by Aubrey Stauffer.

Speeches were made by Sam Wood for the directors, Theodore Roberts for the actors, Rob Wagner for the scenario writers, Charles Eyton for the West Coast management, and Arch Reeve

for the publicity men.

Cecil B. De Mille acted as Toastmaster. Mr. De Mille struck the keynote of the necessity for better understanding between the producing and sell-

ing forces.

"You have a tremendous fight out in the field," he said, "but our fight here is not small. When you balance upwards of \$250,000 on the ends of your fingers you don't sleep much nights. We must make pictures that impress and still we cannot make them too high or you will have selling difficulties.

"Let me urge that you give all possible encouragement to moves in new directions. The great danger in the business is a tendency to 'Follow the Leader.' Before 'The Sheik' everybody laughed at Arabian plays. Now, if you don't have a burnoose in your story you just don't belong. 'The Miracle Man' came when all predicted the failure of religious plays. They all said the public wouldn't accept a title like 'Don't Change Your Husbands,' and after it succeeded we had a million similar striking out into new fields."

(Continued on page 7)

#### Holds His Own Convention

Hats off to Hugh Braly, our Wyoming sales representative! His little exhibitors convention at Greybull, Wyoming, is now one of the sweetest stories in Paramount's Rocky Mountain film history. Braly's little convention brought together eight exhibitors, representing ten theatres in the Big Elk Basin territory of Wyoming. Other distributors heard of Braly's ambitious program "North of 37," and rushed their best sales representatives to Greybull, Wyoming, the convention city. With the aid of E. I. Reed, Denver Booking Manager, Braly sold the "Famous Forty-one," solid in every town, and received complete booking dates for the Big Elk Basin territory. The present program puts Paramount in these ten theatres at least four days a week. When Braly brought his little convention to a close, the exhibitors present insisted on sending the Los Angeles convention of Paramount a hundred word telegram, endorsing and congratulating our present product and pronouncing their faith in the next series of pictures. Mr. Braly and Mr. Reed were the guests of Geo. D. McKay, the Greybull exhibitor, at a dinner party following the little convention. It it not reported officially, altho widely rumored, that a couple of exhibitors were injured in the mad rush by the boys who waited in the hallway for the other two days a week in their date book.

# The Front Cover

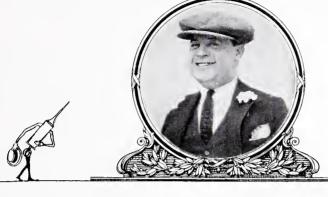
We introduce to you this week on the front cover, the personnel, with other views, of our new Wilkes-Barre Exchange under the guiding hand of Earl W. Swigert.

From left to right in the photograph they are: The girls—the Misses Vetter, Clemens, Leonard, Hillborn, Williams, Thomas, Gildea, Foerter, Evans, James, Barr and Hungerford.

The men-the Messrs. Harris, Naughton, Waters, Mason, Devonshire; Salesman, Swigert; Office Manager, Gray; Exploiteer, McMullin; Office Manager, Williams, Kehoe and Christie.

Here's wishing Wilkes-Barre Exchange the ultimate in success and every bit of pep in the world.

# Robert P. Amador





Robert P. Amador, Salesman and late of our Los Angeles office, was suddenly claimed by death after a fatal operation for appendicitis in San Francisco.

Bob, as he was most affectionately known to all, was en route to the West Coast District Convention from Los Angeles when he was stricken. He was removed from the train at Tracy, California, but insisted on continuing the trip. When he arrived at San Francisco he was rushed to a hospital and operated upon at once.

He died Wednesday night, December 6th, and his body was returned to Los Angeles where he is survived by his mother. Every possible medical aid was rendered but in vain. A wonderful boy was Bob Amador and his grief-stricken friends number many

among exhibitors as well as his partners in our big family.

He joined our organization as a salesman in Los Angeles in October, 1920, and his two-year record as a salesman for us was one of the big pleasing things to S. R. Kent and Herman Wobber, who are both deeply moved over his sudden death.

Both Mr. Kent and Mr. Wobber among others were with Mr. Amador to the last and in a wire to PEP Mr. Kent said: "Bob Amador put up a real Paramount fight to the very last, which was typical of him in his every day fighting spirit coupled with one of the most pleasing and attractive personalities I have ever known."

Humble type cannot properly eulogize Bob Amador, and the entire organization as well as hundreds of friends outside the company, mourn his loss and extend deepest

sincere sympathies to his dear mother who now is in grief.

# Convention Sidelights

George W. Weeks contributed a very attractive novelty to the delegates at the convention in the shape of ash receivers fashioned like baby grand pianos. These were distributed at the studio during the visit Friday and everybody was pleased by the useful and ornamental souvenir.

George B. Carpenter, manager of Paramount Empress Theatre, Salt Lake City, contributed banquet favors in shape of miniature bags of salt with a yellow ribbon attached, bearing greetings. Louis Marcus sent several cases of Utah celery, which was enjoyed at the dinner.

#### Notice

"Will the Exchange which forwarded 102 transfer form for the Grand Theatre, transferring same from Mr. D. F. Brooks to Mr. A. B. Anderson, communicate with the Home Office as to what Exchange and City same refers?"

## The Welcome Sign



When the delegation entered the lot at our West Coast Studio they were confronted with a huge sign reading "Welcome," and which contained all of the names of the delegates.



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION

1ts Contents are Strictly Confidential

PAUL L. MORGAN - - - - - Editor

Vol. 7 DECEMBER 13, 1922

No. 23

## The Biggest Understanding

Cecil B. De Mille sounded the keynote of further advancement for this corporation recently at the sales convention held at Los Angeles, when in an inspiring speech he paid high tribute to the Department of Distribution under Mr. Kent.

Thru this wonderful expression of big opinions at the convention the Sales Dept. has literally effected a "successful marriage" with the Production Dept. under Mr. Lasky.

Both branches of our corporation have been slowly but surely bringing this cooperative feeling and being about but we cannot help but be firmly convinced that the knot has been securely tied between the two. The very atmosphere at the convention forecast this achievement and Mr. Lasky and Mr. De Mille set the stage for the big show, sending it over with a BANG.

The boys are still talking about the WEST COAST and have not as yet survived that pleasurable and enthusiastic blow delivered by the production department, which to our minds was a clean knockout.

In fact, we might call the convention the Sales-Production Convention for the bound-to-be effective and lasting results exchanged by the two will go down in our history book as the biggest administrative and cooperative achievement to date.

As far as the reception and extended hospitality by the Production Dept. to the Sales Dept. is concerned—it would take more than an editor to properly describe this item. This end in particular was one of the biggest means of binding that understanding and good fellowship which is now firmly planted in our orchard of success and still bigger achievements for Famous Players.

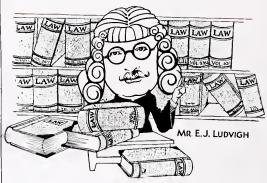
We take our hats off to Mr. Lasky, Mr. De Mille—in fact, all of you folks in the Production Dept., and thank you a thousand times for setting the stage for the most wonderful convention in the history of the industry and art. The things we saw and heard will be stamped in our minds indefinitely.

The boys are back in the field now sounding the goodwill of the Sales and Production Departments and this alone will be an added inspiration for bigger and better distribution.

Watch the Sales Force go.

They will plant Paramount in every town, city and hamlet in the country.

#### Men We Know



E. J. Ludvigh is the Secretary and Treasurer of our Corporation, and is in charge of our Legal Staff.

Mr. Ludvigh is well known throughout our organization as one of the champion toastmasters, and his duties in this capacity have been many in the years of his experience with our Corporation.

# Those Responsible

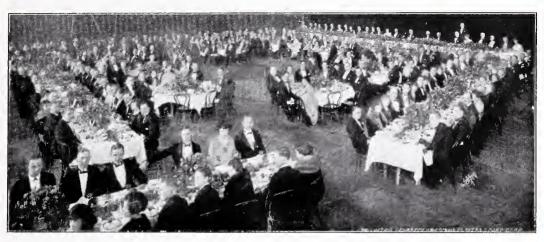
Ask any of the delegates to the convention if they had a good time in addition to accomplishing much in a business way and you'll hear a chorus of "yes, yes" go up that will sound like a paen of gratitude. And here's the list of those who helped Jerome Beatty make such a wonderful success of the banquet Tuesday evening, Nov. 21, at the studio:

Harold Schwartz, who assisted "Jerry" Beatty in the many details of arrangement, was an indefatigable worker; Max Parker, art director, arranged the decorations for the affair, which were commented upon enthusiastically by all concerned. George Dickson, stage manager, took care of the construction work; Julia Heron carried out the table decorations, etc., Leo Green, head of electrical department, arranged the beautiful electrical effects; George Hippard assisted Schwartz with ability and energy; Adam Hull Shirk, Arch Reeve, A. D. Wilkie, James Fidler, all aided in the publicity work; Cullen B. Tate, assistant to Cecil B. De Mille, staged the De Mille fashion revue: Theodore Kosloff put on a splendid dance number; Aubrey Stauffer wrote the song, "Adam's Rib," and Adolphe Menjou sang it. Louise Dresser sang some of her favorite numbers; Francis Maguire aided in the lighting arrangements; Frank Greene designed the table favors and J. L. Thompson executed them in plaster; Glen Dunaway took care of the painting, as head of the painting department; John Goring, exploitation man at Los Angeles Exchange, helped valiantly on publicity; Donald Keyes took the motion pictures of the affair; Marion Brooks, Mr. Beatty's secretary, did a little of everything and was an invaluable aide.

Probably there are others who assisted in other ways and if so they are also entitled to the great appreciation of all concerned.

# Where There's Economy—There's Success

# The Big Banquet at Our West Coast Studio



You have heard us tell of the wonderful convention at the West Coast, including the banquetnow we are going to show you a photograph of it. The scene is laid on the huge stage No. 4 in the primeval set for "Adam's Rib," Cecil B. De Mille's latest production. Look around. you can find some one you know.

The speaker's table is in the upper right-hand portion of the photograph.

#### The Three of 'Em



Here are three live, peppy executives from the western field.

The picture was snapped prior to their departure for the West Coast Convention, and to say that they are all pepped up, only half

They are in the photograph, from left to right: Mr. O. Wogg, Branch Manager at Salt Lake City; Mr. Louis Marcus, District Manager of the Salt Lake and Denver territory, and Mr. Mel S. Wilson, Branch Manager at Denver.

#### The Proof of the Deed



A short time ago in PEP, we told you of the stunt put over by Tom Mason, Salesman for Zone 2, at our Wilkes-Barre Office.

Tom believes in telling us in pictures, and Edward J. McMullin, our Office Manager, there, sent

in the above photograph, attesting the deed in which Mr. Mason played the leading rôle.

It will be remembered when Tom visited the small town of Wellsboro, Pa., an exhibitor claimed he had little or no material with which to put over "Manslaughter." Tom took about five minutes looking up a wrecked automobile,—dragged the debris right plump in front of the theatre, and hung on it a sign which read:

"The wreckless driver of this car was arrested

for Manslaughter.

We have since been advised by an exhibitor that the picture went over with a bang.

# When Roberts Visited Denver



Theodore Roberts, "the grand old man," was certainly accorded a royal welcome when he visited Denver recently, on his tour.

As is customary with Mr. Roberts, he immediately called at our exchange to pay his respects to the

executives, and to the personnel.

PEP'S cameraman at Denver, otherwise known as Rick Ricketson, lost no time in getting a good snapshot of the entire personnel with the honored guest in the center.

## Briefs About Exploiteers

Harry Eagles, Seattle, has been fortunate in being presented with a Junior Exploiteer. He tells Chief Saunders to please arrange an assignment for the new arrival. If he's a chip off the old block, it certainly will be done. Congratulations, Mr. and Mrs. Eagles!

Vernon Gray, the first Exploiteer at Wilkes-Barre, has started off with a bang, putting over "The Young Rajah" and "To Have and To Hold," for the Savoy Theatre in the exchange city. He received a royal welcome from the entire Office and Sales Force who expect to build big business via exploitation.

Fred E. Walters, Indianapolis, had the honor and pleasure of exploiting "When Knighthood Was In Flower." in Shelbyville, Ind., which was the home of the author, Charles Major and where Mrs. Major still resides. As a compliment to Mrs. Major, this engagement was arranged as the first in Indiana. Fred handled it in a dignified, albeit productive manner, for the w.k. exhibitor Frank Rembusch.

Maurice J. Ridge prepared the publicity, advertising and exploitation for the opening of the new Kearse Theatre, Charleston, W. Va., the finest house in the state. It opened with "Blood and Sand" and is operated by T. L. Kearse, prominent in exhibiting circles as the owner of a chain in that section. Congratulatory telegrams from Paramount stars and officials helped Ridge, who hangs his hat at the Columbus exchange.

Don't Laugh at Economy or It Might Laugh at You —PEP

#### Baseball Champs Dined

Headliners — Food — More headliners — More food — "Lemonade" of the kind Siki drinks — Dances and association with the stars of vaudeville — These were the high-lights of the dinner given by Arthur Loew at the N. V. A. Club, Sunday evening, Dec. 5th, to the Home Office Baseball Team, winners of the 1922 Motion Picture Baseball League championship - Dinner excellent — Entertainment the same - Impossible to thoroughly enjoy both, though - Food and show given at same time - If you wanted to eat you'd be likely to miss part of show - vice versa - Charley Abrahams saw that the boys were kept supplied with cigars -R. W. Saunders contributed cigarettes - Eugene Zukor just kept grinning - At Arthur Loew -Who attended to minor details - Such as paying the bill — After the meal some of the boys danced — With whatever actress would have them — The more bashful of the ball-tossers enjoyed themselves with the afterdinner hostesses — Miss Stewart — Mrs. Straus — Mrs. Charles Abrahams — Mrs. McIlvain — To say that everybody had a good time is unnecessary — Those of us who took advantage of Arthur Loew's faithful but blind devotion to the Metro team were - Eugene Zukor — R. W. Saunders — Charles Abrahams — Irving Singer — Roy Lawrence — Jack Farrell — Thomas Meehan — Claude Keator —Frank Higman — Arthur Mahan — Walter Warren — Gerald Moyle — Lloyd Winston — George Fredericks — Wm. McIlvain — C. Berger — Clarence Alexander — Arthur Leonard — Thomas Healy — Charles Cartner - It may not be good sportsmanship, but --All of us - except Arthur Loew I guess - Are hoping that the same kind of an affair - Is given for the same reason - By the same man - At the same place - Next year - For the same team.

-CHAS. GARTNER, PEP'S Sport Writer.

# Calgary Chatter

By a Visiting Exploiteer

Calgary is the land of snow, Esquimaux, red Indians, and other hazards, including its proximity to Vancouver, one of the two remaining oases in Canada

In the new quarters which have just been opened, Frank H. Marshall, Branch Manager, is instilling his small crew with some real live Yankee pep which he brought with him from Minneapolis, and indications point to a rapid increase in business. As an indication, here's a record of accessories sales for November:

Fan Photos ......24,900 

quired a smattering of Indian and Esquimaux. He reports that on his expeditions to the Far North, he carries a liberal supply of gum drops. He has planted the Paramount banner farthest north and his only competition these long winter nights is the Northern lights.

Marshall started off economy month by substi-tuting radio communication to Winnipeg and Vancouver to eliminate telegrams and long distance

calls.

The local paper is equipped as a broadcasting station, and when Marshall has something to say to Margetts or Hansher, he shoots a brief wire and holds his conversation via the ether line. Expects to save at least \$100 on the month, as radio service is free. Marshall got his radio lesson in Minneapolis, when he caught an exhibitor on the Great Lakes and got increased prices after a contract was rejected.

The Mayor, newspaper publishers, and leading exhibitors were on hand to greet G. E. Akers when he arrived from the convention, and a

luncheon was enjoyed by all.

Our exchange is the only one in Calgary that is giving service to exhibitors, and hundreds of letters on file here show what they think about it.

G. A. SMITH.

## Russell is Not "Mooning"

-says Cyrus W. Gray, Manager Palace Theatre, South Norwalk, Conn., who writes the Home Office: "The Paramount organization is always back of the exhibitor to a man. The New Haven Exchange gives great service from the Manager, Mr. Powers, right down along the line.

"Although Exploiteer Moon has not been there long, he certainly has proven himself a very valuable man and has worked with me on many occasions. He is another proof of Paramount interest."

## Montreal Mutterings By R. E. Rigler

As we understand it, a vicious circle is one you draw without a compass.

Looks like 'tis going to be a regular Xmas this year with everyone on the hustle here and preparations galore for the Toronto Convention.

# Sales and Production Wedded

(Continued from page 2)

This thought was seconded by Mr. Kent, General

Manager in charge of distribution.
"This is a tricky business," he said, "this is no business for the man who is inclined to reach a know it all stage. You can't sell pictures today as you did six months ago. The public's taste changes constantly. The film producers and the film salesmen must be individuals of instant adaptability. This factor more than any other means success.

"You have terrific problems in production which we appreciate. I wish there was a way in which we could show you to equal advantage the tremendous questions that come up to us who are

out in the field.

"And remember always when making your pictures, that what you make in two or three months we have to sell and exploit for at least three years and at the same time maintain an efficient market

for at least 250 others.

"That's a great word for all of us directors," said Mr. De Mille before introducing the next speaker. "The next time any of us are tired, are inclined to let a doubtful scene slide by, let's remember that long after we forget the incident these boys will be having our little lapse thrown up to them by critical exhibitors. We're with the picture a few weeks, their life with the product

is years!"
Jesse L. Lasky was introduced by Mr. De Mille with a wonderful appreciation of the personal friendship and deep affection existing between the two men and which has had such a great power in cementing the big concern into the biggest thing

of its kind today.

Mr. Lasky's talk was a passing on of credit from himself to the members of the studio organization. In turn he presented the sales force to the studio and the studio to the sales force. Studio executives, stars, directors, art directors, publicity men, scenario writers, they were all asked to stand as Mr. Lasky termed them "the greatest in the world" in their line. "And I mean every word of it" he said, "it is the efficiency of individuals and the confidence we have one in the other that has made the Famous Players-Lasky Corporation what it is today."

Adolph Zukor was referred to by Cecil B. De

Mille as the "biggest man in the industry." He placed credit for this station on Mr. Zukor's indomitable courage in carrying the film industry through two of the greatest crises it has ever

known.

Mr. Zukor paid his compliments to the genius of Mr. Lasky, "my esteemed and beloved associate, for his work as head of production, to Cecil B. De Mille "for the artistic advancement in the making of motion pictures," to Mr. Kent, General Manager of Distribution, "who, more than any other person in the industry, has made it possible to retain the support and good will of the exhibitors of America and at the same time to secure the financial return on production to fully justify the large investment in them."

Mr. Zukor took occasion to thank Mayor George E. Cryer, who officially welcomed the convention in a short and felicitous speech, for his efforts in bringing the convention to this city, efforts in which he was seconded by the officials of the Los Angeles

and Hollywood Chambers of Commerce.

# the Forcign Fig

#### Paramount in Japan



Our second-run house in Tokyo, Japan, is not a bit backward in telling the natives that it

is Paramount pictures they show.

The lithographs in front of the house are advertising "The Jucklins," "Forbidden Fruit" and

"Greased Lightning."
One lone little native boy seems to be engrossed

in "The Jucklins" lithograph.

The outstanding feature of this theatre is the huge Paramount Pictures sign stretched across the entire front of the theatre.

# Foreign Offices Pledge for Zukor

Our Japanese Office, through the enterprise of Tom D. Cochrane, the Manager, is planning a 100% celebration in honor of Mr. Zukor's fiftieth birthday on January 10th. In a letter to E. E. Shauer, Director of our Foreign Department, Mr. Cochrane promises to do his part to make the month of January a notable one from the standpoint of Japanese revenue for Paramount Pictures. He says, in part:

"Surely that (Mr. Zukor's birthday) is an incentive to push the weak and crowd the strong and no matter what classification we come under, we'll both push and crowd and endeavor to hold up our

"January should be a splendid month because of the prolonged holidays here, and nobody works but the foreigners. Therefore, yes, sir; we will give it our best thought and attention, and hope we please both you and Mr. Zukor, to whom we extend our advance congratulations.

If the spirit of this letter is any criterion, January will be the greatest month in the history of the Foreign Department, as every Paramount Office throughout the world has promised to do its utmost to make the observance of Mr. Zukor's birthday a genuine world-wide tribute to the genius and leadership which has made Paramount supreme throughout the world.

#### Mr. Graham Arrives

Mr. John Cecil Graham, Managing Director of our organizations in England and the continent, with headquarters in London, arrived last Monday with his wife, after one of the stormiest trips experienced by the huge S.S. Berengaria.

Mr. Graham will go into conference immediately with Mr. E. E. Shauer, Director of our Foreign Department, which is his annual custom, details of which will be furnished later.

## Foreign Dept. Practice Preaching

E. E. Shauer lost no time in carrying out the preachings of ECONOMY MONTH and has had signs placed in each office of his department reading:

This is Economy Month Do Your Part If You WASTE NOTHING You Will SAVE SOMETHING AND GET IN THE HABIT OF IT.

E. E. Shauer.

## Flapper Bill Posters



There was an argument in Melbourne, Australia, recently regarding the bill posting for the production "Beyond the Rocks." The head of the Bill Posters' Union said that the flappers could not post bills while J. Gordon Conrad caid that they are the straightful that they would be said that the said that they would be said they would be said that they would said that they would-and they did, as can be seen by the above photograph prior to their departure to the roadways where they plastered the districts black and white with "Beyond the Rocks.'



KENT WILL LEAVE COAST LATTER PART OF THIS WEEK . . . J. C. GRAHAM AND WIFE ARRIVE FROM ABROAD . . . MR. GRAHAM TO GO IN ANNUAL CONFERENCE WITH E. E. SHAUER . . . ADOLPH ZUKOR WILL GET BACK EAST ABOUT THE 16TH OF THIS MONTH . . . P . . . R . . . E. P. . . . . GEO. WEEKS GOES TO COLUMBUS, O., AND CANADA THIS WEEK . . . HE WILL CONDUCT DISTRICT CONVENTIONS IN BOTH PLACES . . . MEL SHAUER HAS ARRIVED

. . . JOHN CLARK ALSO ARRIVED AT THE H. O. TUESDAY . . . GLAD TO SEE 'EM . . . THIS IS ECONOMY MONTH . . . SAVE IT . . . DON'T WASTE . . . BOB AMADOR, LOS ANGELES SALESMAN, CLAIMED BY DEATH . . . SEE STORY . . . "GLIMPSES OF THE MOON" COMPANY ON LOCATION DOWN IN FLORIDA . . . GEO. MELFORD AND "WALLY" YOUNG ARE AT WHITE SULPHUR SPRINGS . . . TOM MEIGHAN AND AL. GREEN ALL SET FOR "THE NE'ER DO WELL"-WILL START THIS WEEK ON PRODUCTION AT OUR LONG ISLAND STUDIO . . . E. P. . . . CONVENTION IN OMAHA INCLUDING REISMAN'S AND LI BEAU'S DISTRICTS A THING FOR HIS-TORY . . . SEE STORY NEXT WEEK . . . HERE ARE THE FIVE PRIZE WINNERS OF ACCESSORIES SALES FOR THE PARAMOUNT WEEK CONTEST . . . FIRST: J. A. CLARK, 'FRISCO; SECOND, J. J. CURRY, DES MOINES; THIRD, R. P. COLLINS, BOSTON; FOURTH, I. G. WHITE, LOS ANGELES; FIFTH, F. L. COLLINS, ST. LOUIS . . . BOB KANE GETS BACK FROM WEST COAST . . . "COVERED WAGON" WILL BE THE BIGGEST SURPRISE PICTURE OF ALL TIMES . . . MORE NEWS NEXT WEEK.

# Economize—And You Save—

# The Delegates Look Over Grauman's New Theatre



On the same evening on which Sid Grauman played host to the delegates and their friends at a dinner at the Ambassador, the entire delegation journeyed to the new theatre, not quite completed, and posed in the balcony for a photograph. In

the front row between the musicians can be seen Mr. Kent, Mr. Lasky, Mr. Zukor, Sid Grauman—Marcus Loew is standing directly back of Mr. Grauman and Herman Wobber can be seen directly back of Mr. Zukor.

# Economize—Then Get The Habit

-E. E. SHAUER

# Our Sioux Falls Staff



No sooner had the Sioux Falls office been opened than PEP'S cameraman secured the above photograph of the entire personnel in front of the attractive new Exchange which was opened by Tom Kilfoil, Traveling Representative, with alarming speed.

This office is in operation now with A. B. Leak as Branch Manager. In the photograph, from left to right, they are as follows: Miss L. O'Hara, Inspector; Miss B. Rankin, Inspector;

Miss A. Running, Inspector; Miss R. Perryman, Inspector; O. Jacobson, Booker; Miss H. Smith, Stenographer; Miss D. Hauser, Maintenance Clerk; A. Anderson, Booking Manager; H. L. Harris, Sales; A. B. Leak, Manager; Miss R. Hauser, Bookkeeper; Miss M. Crowley, Billing; B. Bergen, Accessory Manager; Miss L. Dunbar, Form 47; Miss V. Idzorek, Chief; Miss B. Bratoger, Executive Stenographer; H. Bracker and H. Hilhool, Shipper.

# Waste—And You Don't, That's All!

# Renaud Show's 'Em How!

Being a Little Tale of the Best Kind of Paramount Exploitation Which Has Made Us Famous

Kenneth Renaud of Salt Lake City, went to Green River, Wyo., to exploit "Nice People." When he arrived the booking had been changed to "The Loves of Pharaoh." The theatre is one of a chain operated by Mr. K of Denver, and under the local management of Mr. W.

Mr. W was entirely "unsold" on "The Loves of Pharaoh." Having been instructed by Mr. K to run it at an advanced admission, he argued that the Green River public did not like "foreign pictures," and he preferred to run this one at the regular admission, do no advertising whatever, and trust to luck the lose year, much on the organization. not to lose very much on the engagement.

After he had had two good talks with Mr. W, the manager remaining still unconvinced, and it

looked quite improbable that he would agree to any exploitation, Renaud determined to teach him a

lesson in showmanship.

Forthwith he approached the Superintendent of Schools, and then the Mayor, who is also Chairman of the Board of Education. Both officials were enthused by Renaud's description of "The Loves of

Pharaoh," they were appreciative of Paramount bringing such productions to their town—had seen and enjoyed "Deception," and gave him their whole-hearted support in selling "Pharaoh," to the

public.

The Mayor affixed his name and endorsement to a hand-bill headed "SO THE PEOPLE MAY KNOW—Public Demand For Better Entertainment Has Been Fulfilled," and which went on to describe the big picture in point of historical value, massiveness, dramatic appeal, unusualness, class,

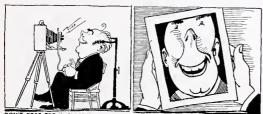
Mr. W, after learning this eased up a bit in his attitude toward exploiting "Pharaoh," but still insisted that he would be better off if he did not go after business with this particular attraction. Notwithstanding, Renaud put a hand-bill in every home in town, and placed bunches of them in various stores.

The proof of the pudding lies in the fact that the picture played its one night engagement on a Monday, the poorest night of every week, to the tune of just four times the average Monday night receipts, and by reason of the railroad strike, which had been crippling business there of late, it was almost six times as much as they had been taking in for a great many recent Monday nights.

MORAL—(By Renaud.: Exploitation can save many situations for the Exhibitor, which he believes are uncombatable. Also—there is always a class of people who will, if properly sold, support a good picture of a historical and educational character. In this case we had the added advantage of dramatic value.

Renaud certainly proved his moral, as "Mr. W" is now ready to testify.

# Look This Over, Boys!



POSE FOR A CLOSE UP OR YOU WILL MISS MOST OF THE PERSPECTIVE

# Some Indianapolians



The top picture shows the Inspection Department of our Indianapolis Exchange. Reading from left to right, they are: Geneva Wampler, Stella Johnson, Gladys Poole, Chief Inspector, Willie B. Edwards; Margaret Dunn, James Finn, Head Shipper. Top row: Harry Stevens, Asst. Shipper; Helen Brown, Louise Squires, Pauline Shockley, and Helen Lance. ley, and Helen James.

In the middle picture you see our Booking De-Jack Rodman, Booking Mgr.; Mary Thompson, Contract Head; Edith Prigger, Steno. for Mrs. Thompson; Winifred Waldon, Steno.; and Carl Nieman, Asst. Booker.

The lower picture shows the Accounting Department. Reading from left to right, they are: Celia Herschovitz, Mr. Reagan's Stenographer; Ramona Bertram, Maintenance Clerk; R. L. Parr, Chief Accountant; Joella Leach, Stenographer; and Zenda Bertram, Form-40 Clerk. Sitting: Eula Nicely, Telephone Operator; Mildred Latta, Book-keeper; and Miriam Fetsch, Cashier.



# In and Around Paramountown

#### By Shirk

Cecil B. De Mille has completed "Adam's Rib," by Jeanie Macpherson. The magnificent setting on Stage 4 representing a primeval forest, is now being wrecked, which seems almost like sacrilege, because its extreme beauty has been the cause of much comment from everyone who has been lucky enough to get a view of this remarkable scene. Incidentally it was the largest indoor set ever built for a motion picture. Work will now begin on the cutting and assembling of "Adam's Rib," in which will be featured Milton Sills, Elliott Dexter, Theodore Kosloff, Anna Q. Nilsson and Pauline Garon.

James Cruze and his unit producing "The Covered Wagon," have returned to the studio and will complete work this week on this epochal drama of pioneer days. Interiors of a covered wagon and scenes around a mining camp in California are being made. The members of this company have undergone experiences which read like fiction while in the wilds of Utah and everyone admitted that Hollywood looked mighty good after a couple of months on location. Jack Cunningham adapted the book by Emerson Hough, and Walter Woods supervised it.

The interior of a Hindu temple is the striking set in which Jack Holt is working this week under the direction of Joseph Henabery for "The Tiger's Claw," his new picture. This story is an original by Jack Cunningham and Eva Novak is leading woman. The mysteries of India and the glamour of Oriental backgrounds, together with an unusual number of thrilling situations, make this one of the most spectacular stories in which Mr. Holt has ever appeared.

"Prodigal Daughters," Gloria Swanson's new picture, a Sam Wood production, is a story dealing with the results of modern liberty on the part of young girls, a liberty which approaches license. In the character of Swiftie Forbes, a vivid young woman of the latter-day type, Miss Swanson has an opportunity for real dramatic acting, superior to anything perhaps that she has done for a long time. Ralph Graves plays the leading male rôle and Theodore Roberts, Louis Dresser, Vera Reynolds, Charles Clary, Robert Agnew and others appear in the cast. This is an adaptation by Monte M. Katterjohn of the novel by Joseph Hocking, and in the capable hands of Mr. Katterjohn has developed features of unusual interest which will place it among the most entertaining and popular features of present-day motion pictures.

Following the Thanksgiving automobile races, (Continued on page 15)

# He Adapted the "Covered Wagon"



Jack Cunningham

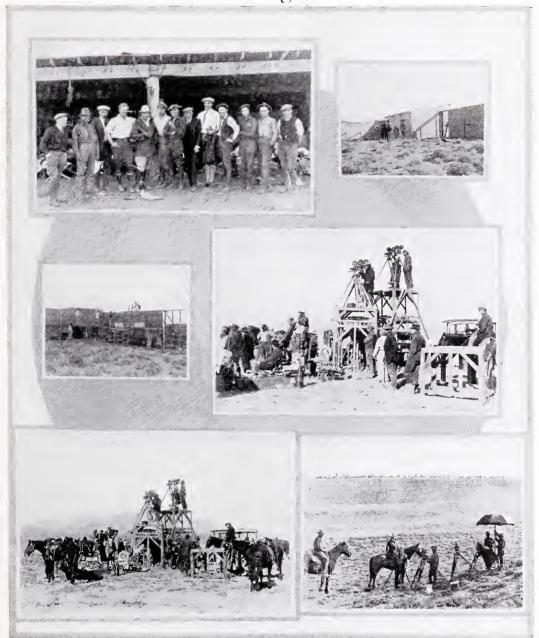
This is our friend, Jack Cunningham, who is at our West Coast Studio, and who adapted the famous story "The Covered Wagon" for Jim Cruze and his company to produce.

Mr. Cunningham sure had a job on his hands and from all reports we can look for big things from this production.

# Melford Working on Next

George Melford and Waldemar Young, director and author of "You Can't Fool Your Wife," a forthcoming picture, are at White Sulphur Springs, West Va., for a short vacation following the completion of "Java Head," Mr. Melford's latest picture at our Long Island studio. While golfing and otherwise enjoying the resort they will discuss the treatment of the next story and Mr. Young will begin the continuity of his own story which Melford will put into production early in January.

# "Covered Wagon" Shots



Here are some side views of Jim Cruze and his "Covered Wagon" company, taken recently while they were on location.

You have read in previous issues of the hardships that this company endured in this place, which is situated many score miles from a railroad, and in fact, any habitation—and the above photograph will give you just a faint idea of the locality in which they were.

In the upper left hand corner Jim Cruze with I. Warran Kerrigan can be seen with the other

J. Warren Kerrigan can be seen with the other members of his unit.

In the upper right is the old fort which was built on the ground by the carpenters attached to the unit.

In the left center can be seen the same fort in construction.

In the right center is a view of Mr. Cruze and his cameraman catching one of the longest shots in the history of filmdom—that of a wagon train two miles long crossing a ridge. In the lower right hand corner can be seen

four cameramen in another advantageous position, securing a shot of the wagon train.

#### Our New Star



Walter Hiers

A thousand congratulations to Walter Hiers, our new star, who will make his début as such in "Mr. Billings Spends His Dime."

There is perhaps no other male star better known in our organization than "our Walter." Many of us, including those in the field as well, have had the pleasure not only of talking with Walter but of hearing many of his funny stories of his experiences in the long line of years he boasts of in this business.

So as he smiles—so as he is—a regular 100% "he" man that is going to enhance screen comedy to a great degree, for when you know a chap has personality you cannot help but feel that he is bound to succeed.

Success to Walter Hiers—and good luck! Of course you all know that Walter Hiers has been signed for five years by Mr. Lasky.

# ECONOMIZE!!

. .

<u> 2000-и принципринципринципринципринципринципринципринципринципринципринципринципринципринципринциприн</u>

# Sigrid Holmquist Will Play "Bella Donna"

Sigrid Holmquist, known as "The Swedish Mary Pickford," intsead of Clare Windsor, as previously announced, has been chosen for the rôle of Patricia in support of Pola Negri in "Bella Donna," George Fitzmaurice's current production.

Miss Holmquist, who is one of the best known European screen stars, having appeared in Swedish Biograph productions which have been widely distributed in foreign countries, is not new to Paramount audiences. She played the leading feminine rôle in Cosmopolitan's "Just Around the Corner," by Fannie Hurst.

# Long Island Doings

#### By Wingart

Director Allan Dwan and a company of players have gone to Miami, Fla., to make exterior scenes for "Glimpses of the Moon," a picturization of Edith Wharton's novel by E. Lloyd Sheldon.

The players who have the principal rôles in this story are Bebe Daniels, Nita Naldi, David Powell, Rubye de Remer, Maurice Costello and Charles Gerrard. These and a number of minor characters will all appear in the yacht and seashore scenes to be made in the south.

The shipping department of the Long Island studio has been busy for a number of days dispatching loads of equipment and the necessary wardrobes for the players who are to be in this episode.

Dick and Hal Rosson, Assistant Director and Photographer, respectively, and Evelyn Collner, Continuity Clerk, complete the unit which Mr. Dwan took with him.

As an indication of the variety of locale to be used in Allan Dwan's production of "Glimpses of the Moon," there will be a house in Paris, a hotel in St. Moritz, and a Venetian street scene, with its ever interesting and picturesque canals, gondolas, bridges and balconies that cry aloud for a moon and romance. These foreign cities will share honors with our own many-sided New York, featuring a studio in Greenwich Village, an ultra-smart home on Fifth Avenue and a fashionable modiste's shop.

A number of elaborate sets for these scenes are being erected in the Long Island Studio preparatory to the company's return from Miami, Fla.

# Times Have Changed

If you do not believe that the art of motion picture making has advanced in the last few years, read what Director Alfred E. Green says:

"I remember when I started to make my first picture for Selig about eight years ago I thought it would be a good idea to 'back-light' the actors in the scene. We were only using sunlight then so I talked the scheme over with my cameraman and he said he thought it could be done. We photographed the scene with the sun at the back of the actors instead of the front and then we let the light come from the side. I thought the effect was fine but when the officials of the company saw it they told me in no uncertain terms that I would stick to front lighting or lose my job. Nowadays everything is back and cross lighting. We don't have what is called flat lighting any more.

"In the old days we never could show an actor on the screen three-quarters length. The officials of the company would say: 'Do you want the man to look like he had no feet?' Semi-closeups were not permitted. We either had to show all of the figure or cut to a closeup of the head. Times certainly have changed."

# Cecil B. De Mille's "Adam's Rib" Excels All His Previous Efforts

Great showman that he is, Cecil B. De Mille is said to have outdone himself in "Adam's Rib," by Jeanie Macpherson, his latest picture which is now nearing completion at our West Coast Studio.

The Chicago Board of Trade, with its wheat and corn pits, was reproduced with absolute fidelity to make real the scenes where Milton Sills wins and loses a fortune in grain trading. Scores of trained brokers were used in these scenes to give realism to the scenes of excited action in the pits.

Colorful in more ways than one is the revolution in which Theodore Kosloff as the King of Morania is overthrown. The gorgeous throne room is broken into by a howling mob which carried banners and threw eggs, cabbages and tomatoes in an orgy of destruction, some of the henfruit being liberally plastered on the king's person.

Then there is the natural history museum where Elliott Dexter and Pauline Garon start a pleasing romance. This is the set which Mr. Lasky called an "adequate refutation to the argument that there's 'nothing new in pictures.'" Great, towering, thirty-foot dinosaur skeletons make this set in a class by itself as a novelty.

Closely related to this prehistoric display is the expected De Mille "cut-back" to the days of the caveman. A huge redwood forest, the largest indoor set ever built, formed the background for the dramatic action, in cave day costumes of furs and thongs, of Anna Q. Nils-son, Pauline Garon, Milton Sills, Elliott Dexter and Theodore Kosloff.

Equally colorful but in the modern sequence are scenes showing a gorgeous ball at the Ramsay home, a particular feature of which was the use of colored photography to give a beautiful effect in the flashing of huge Japanese lanterns carried by dancers.

Besides the featured players an excellent De Mille cast includes Julia Faye, Clarence Geldart, George Field, Robert Brower.

# E. E. Shauer Says:

# Economize and get the habit.

## Logan With Hiers

Jacqueline Logan, who has completed her work as Nettie Vollar in George Melford's latest picture, "Java Head," has arrived at the coast where she will have the principal feminine rôle in "Mr. Billings Spends His Dime," a forthcoming picture with Walter Hiers as the star.

Miss Logan's work in "Java Head," which has been highly dramatic and effective, will place her,

it is said, in the front rank of new leading women in our pictures. She has been doing motion picture work a comparatively short time but her development into a first class actress has been

steady.

## In Fast Company



Here is Director Paul Powell talking with Agnes Ayres, the star in "Racing Hearts," her latest picture dealing with Byron Morgan's famous love and automobile story.

In the photo left to right they are: Paul Powell, Director; Byron Morgan, author and famous fiction writer; Agnes Ayres, star; Fred Robinson, Asst. Director; Richard Dix, leading man; and Jerry Wonderluch, world's famous racing driver.

PEP WW.

# Lila Lee Again Opposite Meighan

Lila Lee is having a short vacation in New York while waiting for her new rôle which will be in support of Meighan. Miss Lee is doing her Christmas shopping early and seeing all the worth-while shows along Broadway.

Al Green will direct.

海のももも

## Around Paramountown

(Continued from page 12)

Agnes Ayres' picture, "Racing Hearts," will progress rapidly to its conclusion. It was necessary that Paul Powell, the director, have a number of racing cars for use in the big race scene of the picture and these were not available until after the annual event. This is a Byron Morgan automobile story adapted by Will M. Ritchey, and Richard Dix plays the male lead with Theodore Roberts, Robert Cain and others in the cast.

Dorothy Dalton arrived last week from New York and on Monday started working under the direction of Victor Fleming in "The Law of the Lawless," which was written by Konrad Bercovici and adapted by E. Lloyd Sheldon. Charles de Roche, the young French actor, whose splendid work has been creating much interest in Europe as well as America, is to play the male lead in support. The stellar rôle affords Miss Dalton an opportunity of displaying one of those vivid characterizations for which she is so well known.

# Side Views of the West Coast Convention



The cameraman was very busy when the boys landed at the West Coast for their big convention and snapped a good many of them in and around the studio.

No. 1. Part of a long train of automobiles bearing the delegates en route from the station to the West Coast Studio.

No. 2. A bunch of the boys surround Gloria Swanson and she in turn recognizes many acquaintances, made on her recent trip to the Home Office.

No. 3. Robert Cain, one of the veteran actors of the screen, at our West Coast, is shown here talk-

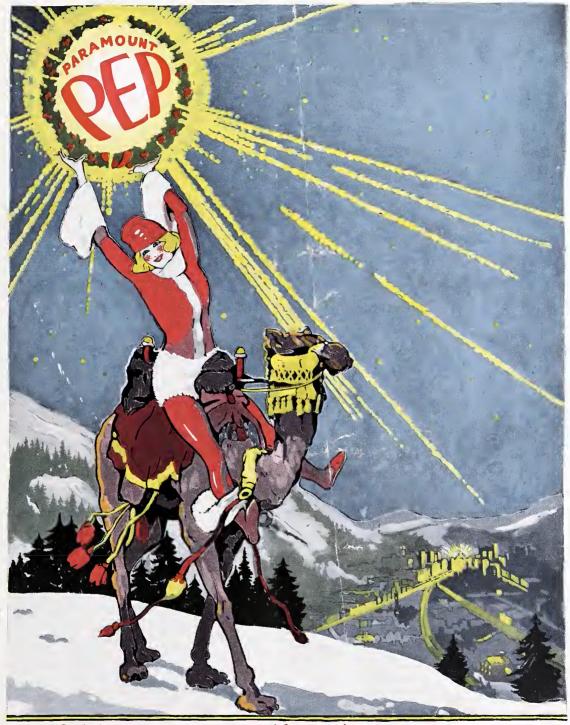
No. 3. Robert Cain, one of the veteran actors of the screen, at our West Coast, is shown here talking to, from left to right: Messrs. Kempner, Ross, Weeks, Leak, (Mr. Cain), Moritz, and Mike Hughes. No. 4. Conrad Nagel chatting with a few of the boys, from left to right: Messrs. Hill, Wilson, Rosebaum, Wog, Endert, (Conrad Nagel), and the Rev. Dodd.

No. 5. Comedy Four and their Manager, left to right: Claude Saunders, Charles McCarthy, Belle Goldstein, Secretary to Adolph Zukor; Herb Given, and "Bots" Botsford.

No. 6. Interviewing the flapper. Four of the boys surrounding Pauline Garon, who was playing the flapper part in Cecil B. De Mille's production, "Adam's Rib." In the foreground, from left to right, they are: George Schaefer, John Powers, Miss Garon, Walter Scates, J. H. McIntyre.

No. 7. How could you, Mr. Ballance? So says Pauline Garon of Harry Ballance while they were being snapped by the cameraman.

being snapped by the cameraman.



Merry Christmas

### Canada Eclipses All Former Conventions

By George Smith-Toronto

The greatest of Canadian conventions and, in the opinion of every one of the visiting executives from New York, one of the most enthusiastic in the history of the organization, came to a close on Friday night, December 15th, when, at a farewell banquet, managers and salesmen pledged themselves

to smash all records with the new program.

And it was no idle boast. Cold type is inadequate to give more than a faint hint of the high pitch of enthusiasm to which they were stirred by the inspiring messages brought to them by Mr. Eugene Zukor, George Weeks, formerly their Chief in Canada; John Clark, division sales manager; George Schaefer, New England Division Manager; Claude Saunders, Director of Exploitation; Mel Shauer, Accessories manager; A. M. Botsford, advertising manager; Oscar Morgan, representing Cosmopolitan, and A. O. Dillenbeck, of the Hanff-Metzger agency.

With three rousing cheers for G. E. Akers, General Manager of Famous Lasky Film Service in Canada, the boys jumped to their feet and promised their whole-hearted cooperation, every man of them, not only in putting over the "Super 39" but in clearing the decks on Groups five and

six.

At the farewell banquet, the employees of the Canadian Company presented Mr. Akers with a handsome mantel clock as a token of their esteem.

The social side of the convention is entitled to prominent mention and we in Canada will never forget the wonderful dinner dance given in honor of the visiting delegates by the Paramount Pep Club of the Toronto Exchange. The climax to the inspiring jollification was reached when eight of the girls of the Toronto office, appearing in chorus costume, gave three of the numbers from the forth-coming "Paramount Review."

"The greatest thing I ever saw," declared Mr. George Weeks. "Mr. Zukor and Mr. Kent will be proud of this."

The convention will have a far-reaching result in the inauguration of a new policy in Canada to remedy certain conditions which have crept into the business, to the detriment of both the exhibitors themselves and our company.

convention opened promptly o'clock Thursday morning with the following

delegates:

Managers-Carl Weeks, Toronto; Ed English, Montreal; George Margettes, Winnipeg; Frank Marshall, Calgary; William Hansher, Vancouver and Pat Hogan, St. Johns. (Mr. Hogan is a graduate of Mr. Kent's school for salesmen.)

Salesmen—L. D. Hatfield, Eddie Zorn, James Foy and H. Long, Toronto; Tommy Dowbiggan, Lehn Loopit and Al Ritchie, office manager Monager.

Foy and H. Long, Toronto; Tommy Dowbiggan, John Leavitt and Al Ritchie, office manager, Montreal; Ralph Thorne and E. Whelpley, St. Johns; William Moore, Winnipeg, and William Kelly, Calgary. From the Toronto office there were A. J. Ferte, special representative; W. J. O'Neill, auditor; Leo J. Haag, office manager; H. R. Patte, booker; H. Q. Burns, Accessories Manager, and George Smith, exploitation representative.

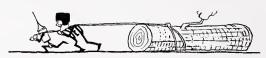
Mr. Akers in his opening address gave a most enthusiastic resume of the "39" productions and dwelt also on the attractive productions that ex-

hibitors are passing up on Group 5.

Picture by picture, Divisional Sales Manager Clarke and District Manager Schaefer analyzed the "Super 39." The greatest demonstration of the evening followed Mr. Clarke's description of how Mr. Zukor and Mr. Kent are working at all times for the interests of every employee.

Other speakers during the first day's session

(Continued on Page 11)



Greetings from Kent

I want to extend at this time my most cordial greetings for Christmas and the New Year to every co-worker in the Organization and every employee of the Department of Distribution.

I believe that this Christmas marks a great turning point in the affairs of our Company and in the lives of many of us. We have so much

to be thankful for.

I cannot help but feel that the greatest Christmas present that we will receive this year is the wonderful productions being given us by Mr. Lasky and his Production Staff, and to Mr. Lasky and his Department we offer our utmost appreciation.

I believe that we are presenting in these pictures the greatest Christmas present to exhibitors that anyone has ever offered them.

After that marvelous convention at the West Coast and after hearing of the success of all the district conventions, I know in my own heart that we are going to be bigger, better, stronger and happier than ever before in our history.

I have never witnessed before such marked determination and enthusiasm on the part of everyone in the field and in the Home Office.

It has really been inspiring.

Standing on the threshold of the New Year, we issue our challenge to the world—not a challeng based on might or muscle or dollars-but a challenge based on service to our Industry, service to our customers and service to our

We will win because we shall offer the best in productions, the best in policies and the best in manhood. We would not deserve to win with

any other formula.

It gives me at this time the greatest personal pleasure on behalf of everyone of you to promise to Mr. Zukor and Mr. Lasky that Paramount will see its greatest year in 1923, and that the Department of Distribution is going to deliver in volume and in good will the best year in its history.

I extend to each one in our Organization my sincere wishes for a most wonderful and Happy Christmas and for a New Year full of Health,

Happiness and Success.

S. R. KENT.

### Columbus Convention A Big Success

By "Walt" Lindlar

Speaking of Pep, you should have been at the convention held at Columbus by Harry Ross' district! It's some district, too, comprising, as it does, six exchanges located at Detroit, Indianapolis, Pittsburgh, Cincinnati, Cleveland and Columbus.

The whole conference was replete with REAL enthusiasm, constructive discussion and the solution of the small town business problem. It wasn't a "lark" nor was a note of "false Pep" evidenced during the entire meeting. It was just a simon-pure business—with every fellow present buckling right down to brass tacks and giving serious thought to the threshing out of troublesome questions and giving the other chap the benefit of his experience.

Especial stress was laid on the unusual and valuable assistance rendered through the plan adopted and carried to successful operation by Mr. Ross, aided by Mr. Haddow, bringing about a closer supervision of both sales and office problems.

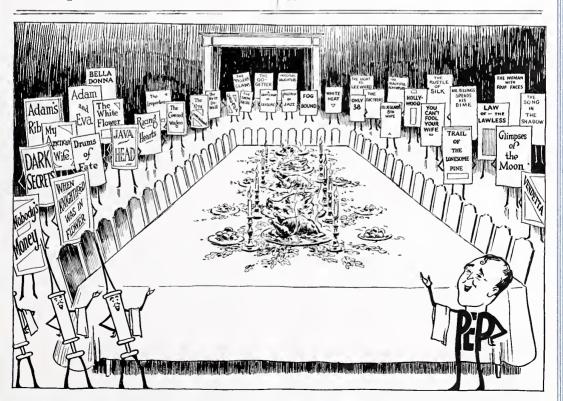
Harry Ross presided and had every man-jack of the bunch with him. Mr. Ross surely radiated force and enthusiasm of the most contagious sort, and every one left thoroughly inoculated with a heavy dose of Pep virus—the sort of Pep one can't express in words, but you should have seen it written on their facesthe confidence they showed in their leader, the admiration and loyalty in their hearts that shone on the surface. It was truly inspiring, beautiful and wondrous to behold.

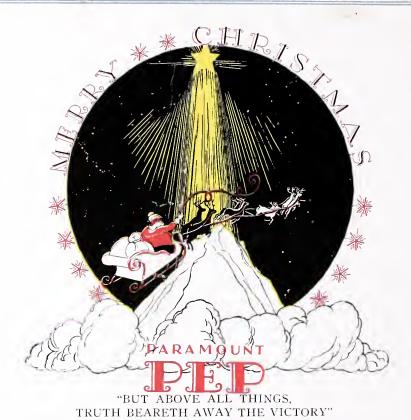
George Weeks, Claud Saunders, Oscar Morgan of Cosmopolitan and Mr. Dillenbeck of Hanff-Metzger, were present during the final half-day session and addressed the assemblage.

That crowd simply can't return to their respective exchanges without carrying with them an inspiration that will be long and lasting and will bring forth fruitage in the months to come. Harry Ross planted the seed and it's bound to grow! Watch and see!

### "The Paramount Salesman is"

- P roud of his P roduct and P erseveres A lways on the job R esourceful and R ight
- A lways careful of his A ppearance
- M anly in every respect
- O ut after the business and gets it
- U nfaltering
- N ever abusive
- T ruthful in his statements
  - and he possesses
- S alesmanship
- A sense of fairness
- oyalty
- E fficiency
- S elf-reliance M ettle
- A ggressiveness, and he is
- ever beaten.





This Publication is Distributed Only to Officials and Employees of the FAMOUS PLAYERS-LASKY CORPORATION

Its Contents ore Strictly Confidential

Vol. 7						BE	_				_		_		_	No. 24
PAUL L	Morgan	-	-	-	-	-	-	-	-	-	-	~	-	~	-	Editor

### Here's Wishing—

You—members of our grand and glorious family of Paramount—all good things possible for Xmas and the New Year.

You are entitled to it, people, and nothing will give it to you quicker and more secure than the further maintenance of your best of good feelings toward your fellow workers—brothers and sisters in a business second to none of its kind.

You and I have indeed much to look forward to—we have a valuable asset in the knowledge of a corporation possessed of one of the most wonderful treasures—that of GOOD WILL.

We have dwelt long and often on the subject of good feeling throughout our organization and thanks to you folks it has been taken out of the rough and put on the green—but we must continue to "put forth" further efforts in this respect for why should good feeling be "holed" and the game stopped? It is the pleasure of playing the game that gives us what we get out of it and it's PLAY you must.

So in giving and taking greetings for Xmas and the New Year, let us resolve, each one, to do that which means so much to our happiness and company welfare.

### Be Joyous — Be Happy

Spread these happy tidings throughout and you will in time be a party on the receiving end. A very Merry Xmas and a good day for every day of those to come.

PEP.

### Most of Our Troubles Never Happen

### Six Offices Hold Lively Convention

By J. J. Friedl-Kansas City Exploiteer

Six middle west offices assembled for a District Sales Convention at the Fontenelle Hotel, Omaha, Nebraska, December 8th and 9th. Representatives from Kansas City, St. Louis, Minneapolis, Des Moines, Omaha, and Sioux Falls were present. Among the executives in attendance were Mr. R. C. LiBeau, Mr. Philip Reisman, Mr. John D. Clark, Mr. P. N. Brink, Mr. Mel Shauer, Mr. R. A. Schuler and Mr. F. H. Blakely. The sessions were conducted by Mr. J. D. Clark, General Sales Manager of Division No. 3.

The meeting was called to order promptly at nine o'clock Friday morning. The roll call was taken, and Mr. Clark discussed in full the Super Thirty-Nine. Luncheon was served at the Logan Inn at 12:30 and immediately afterwards the representatives again went into sessoin, which lasted

A banquet was served Friday evening in the Palm Room of the Fontenelle. Mr. Phil Reisman presided as toastmaster. Short talks were

man presided as toastmaster. Short talks were made by a number of the guests, after which prizes were awarded to the following:

A. W. Nichols, Des Moines; R. A. Butler, Omaha; C. F. Rose, Minneapolis; Maurice Schweitzer, Kansas City; Jack Curry, Des Moines; F. L. Collins, St. Louis; in recognition of their consolius consolius during the Paramount. of their excellent services during the Paramount Week drive. A unit of Fontenelle entertainment sang parodies on "Gallagher & Shean," which was followed by a number of witty remarks by Mr. William Warner, Mr. Mel Shauer and Mr. A. W. Nichols and others.

The Omaha Chamber of Commerce on behalf of Mayor Dahlman extended the key of the city

to the convention crowd.

One of the features of the convention was a talk on Exploitation, made by Mr. Oscar Kantnor of the St. Louis Exchange. A newspaper spread, similar to the one carried by the Los Angeles "Express," was put over with the cooperation of the Omaha "Daily News," by representatives of the Division of Exploitation from Des Moines and Kansas City.
The business session closed Saturday after-

noon, and everybody returned home filled with enthusiasm on the Super Thirty-nine.

We Extend Greetings for Xmas and the New Year MESSRS. WEEKS, **BALLANCE** AND CLARK

Small Town Selling

I find that it is extremely difficult to sell the small town man the idea of using more

accessories, because he is in most cases making a very small profit if he is making any at all. We all know that more accessories properly displayed will increase attendance for him but it is almost an impossibility to sell some of them the idea. Here is an angle that has helped me to sell inserts and additional one-sheets. The exhibitor says: "Everybody knows I have a show every Saturday night so why spend 25 cents when they will come anyway?" I say: "True, they know you have a show, but if the title does not appeal and the two one-sheets was a displaying (which is often the extent of you are displaying (which is often the extent of the small town exhibitors' effort to put his picture over) do not appeal, there are people here

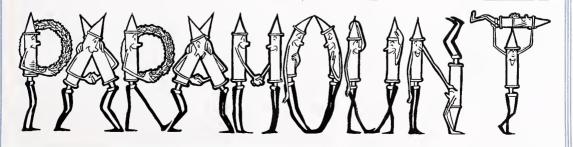
there overy do not appear, there are people here who do not go because you have not shown them a reason why they should go.

"Put up a set of 11-14 photos, and an insert card and show them ten highlights from the picture with the photos and anywhere from three to seven of the punch scenes with the insert card. If you spent 25 cents for an insert card, and got two extra admissions you are one card and get two extra admissions you are one admission to the good, etc., and in many cases it is easy to get them down for two inserts because if it's a good idea to use them, it's a

cinch two is better than one.

"Where there is objection to inserts because of lack of window space I find it easy to sell the idea to the druggist or someone else who has a good window space, by showing one or two of the cards and they are generally favorably impressed by the attractiveness of them."

A. E. DICKSON, Zone Two, Denver Office.



### Paramount Week Accessories Prize Winners

FIRST PRIZE GIVEN J. A. CLARK, SAN FRANCISCO\$175
SECOND PRIZE GIVEN JACK CURRY, DES MOINES 125
THIRD PRIZE GIVEN RUSSELL COLLINS, BOSTON 100
FOURTH PRIZE GIVEN I. G. WHITE, LOS ANGELES
FIFTH PRIZE GIVEN F. L. COLLINS, ST. LOUIS 50

As per announcement in PEP some time ago, Mr. Kent authorized the award of five accessories cash prizes, and above you have all the dope.

Because these fellows won the prizes does not mean that nobody else worked hard to finish in the money. We are satisfied that everybody did his best, but perhaps these fellows had a few of the "breaks."

Jim Clark of San Francisco is not a newcomer in the film business by any means. He had several years' experience before he joined the Paramount forces and from the day that he "hooked on" he made things hum around the San Francisco Accessories Department. The result?—well, congratulations, Jim, that's all.

Jack Curry is another hustler. Jack has sort of grown up in our big family and we know Des Moines is proud of him. So are we, for that matter. Well, congratulations, Jack, that's all.

Russell Collins of Beantown started in New Haven some time ago. Then he took over the reins at Boston. Russell holds many records for the sale of individual accessories items. Russell knows how to hustle. Well, congratulations, Russell, that's all.

I. G. White of Los Angeles is a fellow who has plodded along and grown with us. He is the type of loyal Paramounteer whom we are glad to see in the running. Well, congratulations, I. G., that's all.

F. L. Collins (not related to Russell except in the way of accessories sales) who bundles a sample case of accessories and makes 'em sell, is another Paramounteer with long and loyal service behind him. You ought to hear the boys in St. Louis talk about their Collins. Well, congratulations F. L., that's all.

tions F. L., that's all.

No, that isn't all. We forgot to tell you to keep up the good work. The next time you win a prize see that you have your photograph in PEP'S files so that the rest of the boys can see whether you are blushing with pride.



WE
MEAN
IT
TOO
JECTOR
AND
I

### Hand in Hand With Good Cheer



### Pep Club to Play Santa to the Poor

Miss F. V. McGovern, Chairman of the Educational and Welfare Committee of the Home Office Paramount Pep Club, has put her original idea of playing Santa to the poor families of New York into rapid action by securing the names of unfortunate families from club members, all of whom will play an important and considerate rôle in seeing that these families are supplied.

The poor kiddies are to receive toys of all descriptions, eatables in the form of canned goods, turkeys, candy and dainties of all sorts in addition to any article that will make the little tots happy on Christmas Day.

Baskets will be made up by the volunteer club members and there will be committees for dressing dolls, filling cornucopias with nuts and candy, packing baskets and typing letters of Christmas cheer to each family.

In other words there will be over four hundred families in greater New York that will receive from our Pep Club a substantial Christmas dinner of the best quality and toys and candy for the kiddies.

This is a specimen of the work that Miss McGovern and her lively committee are doing in the name of the Paramount Pep Club.

More power to them, for what is greater than charity and giving Christmas cheer to the poor?

#### Men We Know



Here is Mr. Frederick G. Lee, Chairman of our Finance Committee and formerly of the Irving National Bank.

Mr. Lee has an exceedingly democratic and congenial personality, in spite of the tremendously responsible position he holds, that of juggling the finances of such a large corporation as Famous Players.

Mr. Lee is an ardent golfer and was in the golf tournament held at Mr. Zukor's summer estate

recently.



### "To the Paramount Salesman"

Cherish your visions (of what the future holds

Cherish your ideals (in all your transactions).

Cherish the music that stirs in your heart (when you are told you've done well).

Cherish the beauty that forms in your mind (when you think of the product you sell).

Cherish the pride that fills you (when you think of the organization of which you are a

part).

Cherish the spirit to win (when everything looks the blackest) for out of the above will grow all delightful conditions, and of these things, if you will remain true to them, your world will at last be built.

### Nation's Governors Enthusiastic in Praise of Thomas Meighan's "Back Home and Broke"

Enthusiastic praise for Thomas Meighan's latest picture, "Back Home and Broke, was the greeting given by the thirty Governors before whom Mr. Meighan showed the picture last week at the annual conference of Governors at the Greenbrier Hotel, White Sulphur Springs, W. Va.

After the performance, which was a regular Broadway show given under the personal direction of Dr. Hugo Riesenfeld, each of the Governors tendered his personal thanks to Mr. Meighan, to George Ade, the author of the picture, who also attended the performance, and to Paramount for having produced it and

having arranged the showing.

Not only did the Governors tell Mr. Meighan personally how much they liked the picture, but fourteen of them signed a round robin letter in which they thanked him for the picture, which they characterized as "delightful, clean and wholesome." The letter was signed by Governors Ephraim F. Morgan of West Virginia, Cary H. Hardee of Florida, E. Lee Trinkle of Virginia, Warren T. McCray of Indiana, James Hartness of Vermont, Albert C. Ritchie of Maryland, D. W. Davis of Idaho, Ben W. Olcott of Oregon, Thomas E. Kilby of Alabama, Channing H. Cox of Massachusetts, Henry J. Allen of Kansas, Cameron Morrison of North Carolina, Sam R. McKelvie of Nebraska and William D. Denney of Delaware.

The performance was given in the ballroom of the fashionable Greenbrier Hotel and was attended not only by all of the governors and their parties but also by the other guests at the hotel and by all of the residents of Greenbrier County that could crowd into the place.

Through arrangements made by Mr. Meighan and our Publicity Department under C. E. McCarthy, with Governor Morgan of West Virginia, Dr. Riesenfeld had taken an orchestra of fifteen pieces from the Rivoli Theatre. There was a concert by the orchestra, a news reel, a vocal number by Miss Suzanna Clough, soloist at the Rivoli, the feature picture, a dance by Miss Aysya, a dancer from the Rivoli, and a comedy.

Following the performance Mr. Meighan and Mr. Ade were called out by the audience and were obliged to say a few words, and then Governor Morgan made a brief address in which he thanked the star, the author and Paramount pictures and commended them for their wonderful entertainment.

The performance was given Friday night and the party returned to New York Saturday.









### A Review of "The Best Show in Town"

Bellevue-Stratford Hotel, Dec. 7 & 8.

#### By E. M. Orowitz-Phila.

Promptly at 9:30 A. M. William E. Smith wielded his baton and the orchestra blared forth. Every scat was taken. The Philadelphia contingent occupied the center of the entire orchestra and were

flanked on the left by the Washington aggregation and on the right by the Wilkes-Barre critics.

The orchestra played "MY AMERICAN WIFE" from the sensational success, "ADAM'S RIB" which met with such an enthusiastic response from the critical audience that the first act was delayed five minutes because Bill Smith rendered "NOBODY'S MONEY" from the Zukor show "DRUMS" OF FATE."

Cos Moe Politan's presentation of "WHEN KNIGHTHOOD WAS IN FLOWER" went over big. The critics liked the settings, the cast, the story and especially Marion Davies. Miss Davies' past performances were mediocre, but at last she has the vehicle where she can display her talents.

Tom Meighan's sketch, "THE NE'ER-DO-WELL" written for him by his friend, Rex Beach, is a pip. The story revolves around a lot of "DARK SECRET" stuff. When Meighan pulled that bit about "THE NTH COMMANDMENT" for an encore, Bill Smith was so smitten by its sentimentality that he took "THE WHITE FLOWER" from his lapel and presented it to Tom. The audience was equally effected.

There is quite a difference in Lasky's present productions compared to his "Beauties" of several years ago. His newest "JAVA HEAD" is a crackerjack. The story is about "RACING HEARTS" that had its inception before "ADAM AND EVA" even heard about "BELLA DONNA," but about the time they were mangled up pretty by "THE TIGER'S CLAW."

Gloria Swanson then enacted her little sketch, "PRODIGAL DAUGHTERS," and was enthusiastically received. "Grumpy," her assistant, is good, always good, but his burlesque of "THE LEOPARDESS" from "THE COVERED WAGON" proved that when it comes to getting an audience, he is "THE GO-GET-

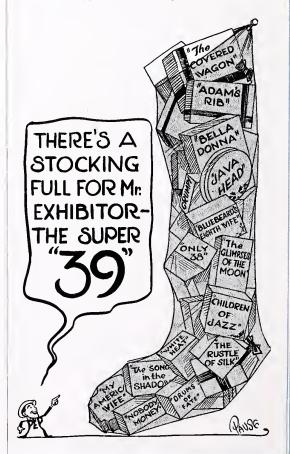
Mary Miles Minter's interpretation of "THE TRAIL OF THE LONESOME PINE" scored immensely. She was followed by Walter Hiers as "MR. BILLINGS SPENDS HIS DIME." The audience clamored for more so they doubled and put on "THE LAW OF THE LAWLESS." This boy Hiers is due for stardom. He'll be a headliner among headliners

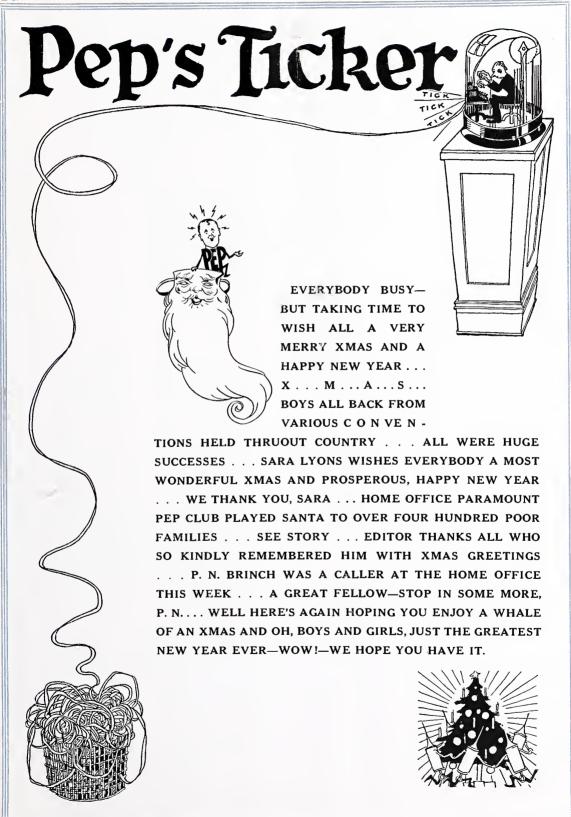
Then "THE GLIMPSES OF THE MOON" came next. Oh! Boy! The romance injected in this is so warm that it pretty nearly reaches "WHITE HEAT." In fact, the atmosphere reached that temperature causing some individuals to begin feeling their hip pockets for Canadian "CONTRABAND" and in the distance we heard "THE RUSTLE OF SILK."

There was no intermission. The critics were so pepped up that they didn't care to go out for a smoke or anything. They were literally itching to see "HOLLYWOOD," the most talked of show presented in America. If Hollywood people are supposed to excite our desire for more entertainment, then "THE EXCITERS" should be given more sway. To "A GENTLE-MAN OF LEISURE" of "ONLY 38" "THE WOMAN WITH FOUR FACES," will always appeal. But it doesn't make a bit of difference if you are busy or not, you'll enjoy "YOU CAN'T FOOL YOUR WIFE," immensely. "THE SNOW BRIDE" stuff portrayed by the European actress, Mme. "VENDETTA," is described of the highest period. serving of the highest praise. The ship scene is so realistic that the audience could almost see the haze settling on the "FOG BOUND" boat and then came a shudder when the captain swung "THE LIGHT TO LEEWARD." There were so many headliners that it re-

(Continued on Page 10, 2d Col.)

### The Biggest Sock-Full the Exhibitor Will Ever Receive





### You Can't Drive a Nail With a Sponge—

### Watch New York District Go

The New York Division, comprising the New York, Buffalo and Albany Exchanges, held a convention at the McAlpin Hotel, December 12th. The meeting was jointly conducted by H. H. Buxbaum, District Manager, and H. G. Ballance, Eastern Division Manager, and everyone expressed the opinion that it was the most rousing and enthusiastic one they had ever attended.

Mr. Buxbaum called the convention to order and outlined the program to the visiting delegates, after which Mr. Ballance spoke in detail of the events that took place at the Los Angeles convention, starting with the departure of the men from the Grand Central station up to the time of their return

to New York.

The regular order of the business included a discussion of all of the high spots of the Los

Angeles convention.

In the afternoon the productions were jointly gone over by Mr. Buxbaum and Mr. Ballance, at the conclusion of which the national advertising was taken up by Mr. Botsford. Mr. Claude Saunders, Exploitation Manager, was unable to attend due to his absence from the city, which everyone regretted.

Oscar Morgan, Cosmopolitan representative, spoke of the Co-mopolitan policies and gave a brief outline of the coming productions they have in store for us.

Mr. Frawley and Mr. Spidell, of the Home Office, were also present.

The convention closed after the high spots on the program had been exhaused in the gold room of the McAlpin Hotel, at which the delegates were honored by the presence of Thomas Meighan.

Speeches were made by Thomas Meighan, H. G. Ballance, H. H. Buxbaum, John Hammell, Milton Kussell, R. H. Gledhill, Allan S. Moritz, M. W. Kempner and other visiting delegates.

If the contracts submitted from the New York District are in keeping with the enthusiasm displayed at this convention, we feel quite safe in predicting that the New York Division is going to show their heels to the rest of the United States.





PEP is
Delivering
This Year
to You
A Real Nice
Package

You'll Sure Have Success If You Share Its Contents Properly With Mr. Exhibitor

### Review Best Show in Town

(Continued from Page 8)

quired some extraordinary ability to put on "BLUEBEARD'S EIGHTH WIFE"—at least, that's what we thought before we saw it. Take it from us, this act can go on as an opening or closting act—it will always stop any show. Say this outfit is the cat's whiskers, cuffs, collars and adenoids and everything else. And let us go on record right here and say the personnel of this playlet can rightfully be called "THE CHILDREN OF JAZZ" because they are Pep with a capital P.

### THE SEASON'S GREETINGS!



### No Matter How Hard You Soak It



### Cohen's Xmas Greetings

The	And	If
<b>M</b> ore	<b>T</b> he	Α
Sense	<b>M</b> ore	<b>P</b> icture
An	<b>H</b> e	Is
Exhibitor	<b>A</b> dvertises	Worth
Has	<b>T</b> he	Running
The	More	It
More	Cents	Is
He	He	Worth
Advertises.	Has.	Advertising.

We wish you a very Merry Christmas.

SAMUEL COHEN, Accessories Manager-Cincinnati.

PEP'S LIMERICK Nº 4



OLD SANTA-CLAUS CHUCKLED -WITH GLEE-TLL GIVE PARAMOUNT SOMETHING - QUOTH HE ~ THAT WILL FILL HIM WITH VIM-AND KEEP HIM IN TRIM ----THROUGH THE YEAR OF NINETEEN-TWENTY-THREE"

#### The 2nd 156

Before we launch into this unique and appropriate speech of Mel Shauer's, given at the Convention in Omaha recently, we must tell you the why and wherefore of all that follows.

It happened that when Mel struck the Omaha Convention he had heard the famous "39" discussed in detail four times and when he was called upon by Phil Reisman for a speech at the Omaha Convention, Mel's introductory was

as follows:
"The Covered Wagon" has been covered four

times.

Now Blue Beard has "thirty-two" wives. Lois Wilson is "only 152."

Mr. Billings has now spent "40c." Betty Compson has "16 faces."

While Jack Holt now has all but the "Tiger's thumb "

But the little girl in Hollywood is still trying to get into pictures.

While her four pairs of twins are working

in "Children of Jazz."

The speech went over like a house a-fire, and was indeed most appropriate for the speaker after attending said number of conventions.

### Canada Eclipses

(Continued from Page 2)

were W. J. O'Neill, H. Q. Burns, A. J. Ferte and George Smith, the latter reviewing the work of the Exploitation Department and exhibiting a number of successful campaigns that had been

The second day's session convened at nine o'clock Friday morning and Oscar Morgan of Cosmopolitan reviewed their contribution to the "Super 39." He was followed by Mr. Dillenbeck of Hanff-Metzger with a short snappy talk on national advertising.

Claude Saunders, head of the Exploitation Department, gave his usual interesting talk on exploitation. He was accorded a royal reception.

George Weeks then took the chair, starting off with reminiscences of his days in Canada. He also reviewed the pictures in a general way and wound up with the most enthusiastic plea for cooperation with Mr. Akers and a spread of our policy of goodwill throughout the land.

Mr. Eugene Zukor addressed the convention, stating that he was there to observe, but laid a great deal of stress on the enthusiasm displayed.

Saturday afternoon the delegates were entertained by N. L. Nathanson of the Famous Players Canadian Corporation at a luncheon. This luncheon was an official conclusion of the convention. When the delegates left on Saturday and Sunday they agreed to a man that it was the greatest ever. The New York delegation left Saturday night and the Pep Club was on hand to see them off, which they did very successfully.



### In And Around Paramountown

#### By Shirk

"The Covered Wagon" is rapidly being put into shape after the conclusion of the shooting on this great picture—probably the greatest since "The Birth of a Nation." James Cruze has made an epic—one that will live in the annals of screen productions long years to come. The cast is remarkable, the scenes are nothing short of marvelous, the treatment, human, sympathetic, big—in the biggest sense of the word.

One entire stage—Number One—at our West Coast studio was filled with the props brought back from Utah, used in "The Covered Wagon." In addition to props were the various things used in Camp Cruze—oil stoves, beds, tents, cooking utensils, dishes, etc. The costumes alone make a tremendous showing.

George Fitzmaurice is doing some of the most intense work of his career in the direction of "Bella Donna," the new Pola Negri picture which he is producing. Beauty, drama, suspense, power—all are included in this exotic story with its startling situations and scenes that are poignant in their intensity. Ouida Bergere made a wonderful screen translation of Robert Hichens' novel. Ad-

vance rushes of the scenes show that Miss Negri is more beautiful than ever before—and the careful lighting and photography have portrayed this beauty in its absolute perfection. Conway Tearle and Conrad Nagel are in support.

Beautiful Betty Compson—in her rôle of the half American-half Hawaiian girl in "The White Flower"—is at her very best. Julia Crawford Ivers, who wrote and directed the picture, has done some very wonderful work, and the color and charm of the tropic background of Hawaii, where most of the film was made, render this an ideal picture for any class of audience. The familiar names of points of historic interest on the islands, will become realities to those who have not been there and those who have will see them again with rare pleasure. Moreover the story is charmingly told and is a gripping romance of the present day.

### Don't Economize

in hard work

in efficiency

in willingness

in smiles

in kindness

in good service

in sales.

-MATTY COHEN.

### Getting a Little Pep



Agnes Ayres, star, and Paul Powell, director, give a demonstration of giving and taking Pep.

Miss Ayres is shown telling Paul Powell all about the wonders of being a peptomist, and shows him a book end-ash tray, depicting a figure of Jector on the Paramount trademark. These unique articles, by the way, were given as favors at the recent West Coast banquet, and were designed by Frank Green of our West Coast staff.

### ON THE SET

#### WITH MATTY COHEN

Long Island Studio

First prize for economy—Elizabeth Cohen (a slight relation, and Oh! how she loves to slight me). Rather than waste any of the company's precious time, she left home early last Saturday—got herself all married up—and came to work at the usual hour. After I had congratulated Elizabeth, I let her know that I would soon give her a brand new one hundred dollar bill as a wedding gift. She looked skeptical and asked: "Where in the world would you get one hundred dollars?" "Borrow it," I answered, throwing out my chest—slightly. "Where from?" she sez. "From your husband," I sez.

Eddie Durr and Jimmy Delaney—inseparable as Haig and Haig. Being electricians, naturally they will argue. Said Jimmy: "Say, Ed, this is economy month and we should do all we can to help along the good work. I notice lately that you're always watching the clock. Every time you look at the clock that's a few seconds wasted. Now eliminate those wasted seconds and you have real economy." Said Eddie: "Coming from you, that's good logic." "And another thing," continued Jimmy, "I notice that the minute the clock strikes five-thirty you quit work. Man alive, how do you ever expect to amount to anything if you keep watching the clock?" "Say, Jim," asked Eddie, "do you ever watch the clock?" "I should say NOT!" answered Jim. "Well, then," chirped Ed, "how do you know what time I quit?"

In order to economize, and while I have the chance,

I wish my friends—and PEP—a Merry Christmas—in advance.

Dropped in to see Bill Saulter—"tech"—and in the course of conversation Bill asked me if I had dropped in to borrow a cigarette. After we lit up I asked him: "What's the big idea, Bill?" He replied: "It's economy month, you know, and the gang all seem to be economizing by smoking my cigarettes."

Danny Doran—property man and a good fellow in spite of it. Dan is a great believer in economy. "Would you believe it," Danny asked me, "if I told you that I stayed away from a swell party last night—for economy?" "What's the answer?" I queried. "It's a secret, of course," he gargled. "I stayed home E-CON-O-MY pants being torn."

George Cohan, the greatest electric sign advertiser in the theartical world, in discussing advertising recently, said:

"When a duck lays an egg she just waddles off as if nothing had happened. When a hen lays an egg there is a whale of a noise; hence the demand for hen's eggs. Moral: It pays to advertise."

### One on Roberts



The grand old man, Theodore Roberts, thought he would sneak off to some corner of the studio and snatch a little snooze. He snatched the esnooze all right and the cameraman also snatched it.

Strange to say, Mr. Roberts even sleeps with the cigar.

Theodore Roberts

### A Rightful Raving

Dear Mr. Pep (Forgive me for raving):

"THE COVERED WAGON" is a masterpiece. If it doesn't knock 'em dead then I'm no judge. Of all the epic stories, produced in a masterful way, that have ever reached the screen, this one, I verily believe, hits the topmost point. It has everything—color, action, thrill, historical accuracy, love, romance, adventure, realism, excitement, suspense, pathos, comedy, human interest—there's nothing missing. I wish I could make you feel as I do the greatness of the production. James Cruze has outdone himself; the cast has achieved actual realism, they live their rôles, each and every one of the members. J. Warren Kerrigan is splendid, Lois Wilson is sweetness personified; Alan Hale is a marvelously convincing heavy; Tully Marshall makes Jim Bridger live again and Ernest Torrence is a wonderful Bill Jackson. Kit Carson is perfect as Guy Oliver paints him and Charles Ogle does wonders with Wingate; Ethel Wales is delightful and little Johnnie Fox is immense. Then the great throng of minor players, the people who make up the caravan, the Indians, the scouts, and so on add marvelously to the realism. Knowing as I do by first-hand knowledge, what the company went through to make this picture, I can't help but be delighted immeasurably by their success, aside from the fact that it means a great deal to everyone concerned with Paramount Pictures.

Jack Cunningham did a great job on the script and Walter Woods in the supervision. Dorothy Arzner did yeoman service as indeed did all who worked on the drama. Not a little credit goes to Karl Brown and his staff of cameramen for the beautiful photography under the most trying conditions. Unless every sign that was ever thought of fails, this will be the greatest success of modern times in the film world.

Yours for Paramount Pictures,

ADAM HULL SHIRK.

#### Gloria and Ivan



PEP'S cameraman caught Gloria Swanson in one of her restful moments on the veranda of her beautiful home in Forest Hills, Hollywood, talking over activities of the day with her Russian wolf hound, Ivan.



### Long Island Chatter

### By Wingart

One of the blithest spirits at the Long Island studio these days is Sonya Levien, whose first continuity for eastern production has been approved by chief supervising director Thomas Geraghty and Henry Kolker, who is to direct Alice Brady in Miss Levien's version of "The Snow Bride."

E. Lloyd Sheldon, who is on location in Miami, Fla., with the Allan Dwan unit engaged in shooting exterior scenes for "The Glimpses of the Moon," which Mr. Sheldon adapted, is punctuating his vacation with thoughts of "Fog Bound," which he will scenarioize for Dorothy Dalton.

The studio welcomed back to its fold this week the genial Katherine Farrell, who has been sick a-bed with a severe attack of pleurisy. The cutting room is again a cheerful place, due to Miss Farrell's presence.

Louis Stevens, who recently finished the continuity for "The Ne'er Do Well," which is to be Thomas Meighan's next production under Al Green's direction, is a psychoanalyst as well as a scenario writer. Dr. Freud would better look to his laurels, for Mr. Stevens has become adept in analyzing the "suppressed desires" of his colleagues in the studio.

#### Studio Romance

Elizabeth Cohen, in addition to her duties as Secretary to Thomas Geraghty, has assumed the rôle of Mrs. Benjamin Block. The lucky Mr. Block led Elizabeth to the license bureau on a Saturday recently, exactly one year from the date of their first meeting (a Cohen-cidence) and a justice of the peace helped them to change the name.

"It's all in a day's work," says Elizabeth. "Saturday was a hard day at the studio so I parked my marriage certificate in my pocket and succeeded in keeping my secret until the end of the day."

Among the first to offer congratulations was the manager of the lunch room, who said it with chocolate fudge.

### High Matrimony

Rudolph Bylek chose a lofty site for the scene of his marriage to Miss Katherine Cutter. Nothing lower than the top of the Woolworth Building would suit Mr. Bylek's high ideals, and so at noon on December 7th, having completed his work as technical director for George Melford's production of "Java Head," he rounded up the bride-to-be and a minister, led them to the top of New York's tallest skyscraper and there the knot was tied.

Congratulations would be heaped on the bridal pair if we knew where they are, so we leave it to PEP to find their hiding place and deliver our kindly messages.

PEP WH.

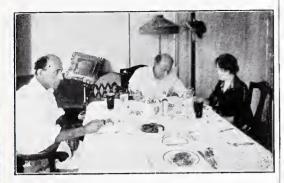
### **Arriving Home**



After a strenuous day at the studio, Pola Negri, who is starring in "Bella Donna," descends from her car in front of her home in California.

This is Miss Negri's first American made car and to say she is highly pleased with it is only half expresses it.

### Losing No Time



Here's where picture-making brains "stoke up' at mid-day for an afternoon's work at the studio. This is the lunch room of Cecil De Mille, where everyday he and his brother William and Scenario Writer Jeanie Macpherson gather to discuss food and photoplays.

Mr. De Mille by no means lets his lunch interfere with preparations for the afternoon's work, as can be seen by the telephone at his right and a script of "Adam's Rib" at his left.

### The Higher the Fewer

The Wife—"I see by tonight's paper that Paris says women are going to wear their dresses longer."

The Husband—"It's a good thing. You never

wear a dress over a month.'

### The Laboratory Dance

An occasion of much hilarity and good cheer was the fancy dress dance given by the employees of the Long Island Laboratory, and of which a great many studio people were the guests on Wednesday night, December 13th.

The genial trio who composed the reception committee were Frank Meyer, Randolph Rogers and E. H. Jacobs. The costumes were varied and extremely colorful, and many of them displayed the ingenuity of the wearer to a marked

degree.

After the grand march, the prizes of ten dollar gold pieces were awarded for the most beautiful, the most popular and the most attractive costumes. The sultan's favorite in a scanty costumes. The suitan's favorite in a scanty costume of pearls, won the first prize, then came "Topsy" in burlap and kinky braids, and Edna Krakehle dressed as a "Pep" 'jector. A couple dressed in the gorgeously embroidered robes of the Chinese won the last prize

A Hula dance was rendered by Lillian Powell, well known for her dancing a la Ruth St. Denis at the Rialto and Rivoli Theatres. Among the guests was Dr. Hugo Riesenfeld, managing director of the above theatres, and friends of the studio and laboratory employees.

"A good time was had by all," is the unanimous opinion.

A Deep and Atrocious Plot

George Melford, director, and Waldemar Young, author, who were at White Sulphur Springs, W. Va., preparing the script for Mr. Melford's forthcoming production, "You Can't Fool Your Wife," caused considerable con-sternation among the guests at the fashionable resort hotel recently, while discussing points of the story at the dinner table. The two were talking quietly when they started, then their voices rose.

George: "If you have the doctor give him the anaesthesia, you've got to let him die."

Young: "He can't die-what becomes of his wife?"

George: "He's got to die!"

A dear old lady sitting at the next table with her back to the speakers, took a scared peek around, then got up and pretended to get something from her cloak on the chair opposite her, so that she could get a good look at the two men-a real scared look it was, too-and

finally left in a flutter.

She repeated the conversation to the management of the hotel but was assured that the two men were not plotting to commit any crime in the hotel, but were merely discussing a motion picture story which they were writing.

強してきます

### A Tree of Smiles



It's no effort to smile, folks. Just try it and see how well you like it.

### The Paramount Exhibitors' Present



THERE ARE LOTS OF GOOD THINGS FOR OUR EXHIBITORS IN THIS BAG BESIDES 39 GREAT PRODUCTIONS . . . THERE ARE SERVICE—COOPERATION—GOOD WILL AND ALL GOOD WISHES FOR THEIR SUCCESS IN THE DAYS TO COME.



### Pep Interviews J. C. Graham

Predicts Still Greater Growth and Prosperity Abroad for Our Organization

John Cecil Graham, Managing Director of the Famous Players Film Company, Ltd., and Famous-Lasky Film Service, Ltd., our British organizations, arrived on the Berengaria on Saturday, Dec. 9th, with Mrs. Graham and their daughter Dorothy, on his annual visit to the Home Office. Mr. Graham will remain in New York until the first of the year for a series of conferences with E. E. Shauer, Director of our Foreign Department, regarding distribution plans for our pictures in Europe during the coming year.

plans for our pictures in Europe during the coming year.

As on other occasions in the last few years, Mr. Graham has returned to the United States with the greatest praise for the development of the motion picture industry in Europe and especially in Great Britain. The next few years, in his opinion, promise to bring still greater

growth and prosperity for the industry in Great Britain.

"The outstanding feature of the motion picture industry in Great Britain during the last twelve months has been the reduction in the length of time between the American and British release dates, said Mr. Graham. "The state of affairs which has existed since the war has steadily improved under the operations of the law of supply and demand, and during the coming year we will be able to bring our schedule within from six to eight months of the release date in this country. When one recalls that this difference in schedules was often from one to two years for a period of several years one can begin to appreciate the changes that have taken place abroad.

"In compliance with the requests made by some of the first run houses we made plans some weeks ago for the immediate release of four Paramount productions, 'The Young Diana,' 'Bought and Paid For,' 'The Good Provider,' and 'Saturday Night.' These pictures have been greeted with the greatest enthusiasm and interest and are duplicating their success in America. 'Blood and Sand' also was shown in the Scala Theatre to large crowds, despite the fact that during the run London was experiencing one of its worst fogs of the year.

"The British showmen are showing a constantly increasing interest in exploitation and in those communities which have not been severely affected by the unemployment situation the theatre business has been very good. The outlook for next year is even more promising.

"In France we held the first sales convention of our organization there at the same time as your gathering in Los Angeles. Sales representatives from all of the French branches met in Paris to discuss plans for the releasing year and to make preparations to meet the increasing demands for Paramount Pictures. Our French business has shown most satisfactory gains during the first year of the organization and the coming year should witness still greater growth. Preparations have been completed for extensive exploitation of our pictures in Belgium, Switzerland, Egypt and Morocco during the coming year."

Mr. and Mrs. Graham and daughter left New York on Tuesday for Falls City, Nebraska, to visit relatives and returned to New York about December 20th.

#### MR. PEP SAYS:

Overrule an objection only by being sure that you know the parallel of the situation.

### Maxson R. Doolittle



Maxson R. Doolittle, known always as "Max" throughout the organization, died Friday afternoon, December 15th, at Minneapolis, of complications following a siege of pneumonia.

Max was buried at Eau Claire, Wisconsin, his birthplace. He was thirty-one years old and is survived by his wife and mother.

There is perhaps no other Exploiteer who was more widely known among his colleagues in the field than Max Doolittle, and his experience in the amusement enterprise dates back to when he was old enough to usher in a theatre. He was connected with some of the biggest amusement enterprises in the country on publicity and art, and in January, 1921, he joined our Exploitation staff under Mr. Saunders, at that time being assigned to the Des Moines office.

He was also on special work on "FOREVER" during its run in New York City. He also did extremely meritorious work in the Cleveland and Minneapolis Exchanges.

This is a case where one cannot help but speak well of those taken away, for Max Doolittle was always referred to as a "prince chap," not only among those with whom he worked, but also his friends outside of the business as well.

Indeed we are among the many who deeply mourn his loss and extend our deepest and heartfelt sympathies to those who survive him. Max Doolittle was a wonderful fellow.

### A Swift Testimonial

"Through some misunderstanding," advises Morris Milligan-newly appointed Branch Manager, "the Virginia Theatre. Wellston, O., was off the books of the Cincinnati Exchange for the past two years. We have finally contracted with this exhibitor and believe he will remain a satisfied customer.

He will, if the following letter he wrote Mr.

Milligan is any criterion: "Dear Mr. Milligan:-

"We wish to thank you for having Mr. Swift come up here, his service was a great help to us in putting over 'BLOOD AND SAND.' He has accomplished things which we could not do and feel we are going to do a big business on 'BLOOD AND SAND.'

"With material which he has laid out for 'THE OLD HOMESTEAD,' we will endeavor to put over ourselves but would thank you to have Mr. Swift come up on 'MANSLAUGH-TER,' which we would like to play January

15th and 16th.

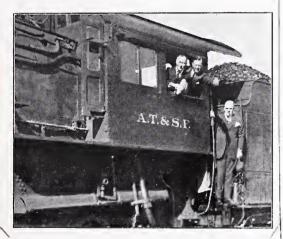
"To show our appreciation for his service we have given him a very nice order for acces-

sories for our next two pictures.

"This is our first year playing Paramount Pictures owing to misunderstanding with your company and we feel that all your pictures will go over if you will render from time to time assistance in exploiting them.

"Thanking you again, we remain,
"Very sincerely yours,
(signed) "V. E. Guilfoile, Prop."

### Two Great Pilots



It would be well if this Sante Fe engine were labeled Paramount Pictures for the pilots in the cab are great men and real engineers when it comes to bringing the limited in on time.

The fireman throws a mean shovelful giving all the heat in the world for steam.

In the cab are Mr. Zukor and Mr. Lasky as the pilots and the fireman is none other than our good

friend, Assistant to Mr. Lasky, Robert T. Kane. The photo was snapped by Dave Prince when the convention delegates were en route to the West Coast.

Salt Lake Coyotes



O. Wog, Branch Manager at Salt Lake, boasts of seven live wires, he being too modest to include himself in the octette (we'll say he's one of them though.)

Above is the said live octette and reading from left to right they are: Frank H. Smith, Joseph A. English, L. J. McGinley, O. Wog, Branch Manager; Jos. F. Samuels, R. J. Fisher, Ken Renaud, Exploiteer and F. S. Gulbranson,

### Blotcky Works Fast

When Ben Blotcky, Branch Manager of our Kansas City office, was informed of the expiration date of the Fairbanks pictures, he immediately got out a printed folder designed to attract the small town exhibitor and mailed copies of these to these exhibitors in his territory

The result has been a remarkable response in bookings as well as dollars and cents on

the old Fairbanks pictures.

This is all salvage business but such as benefits the exhibitor as well as ourselves.

### "The Covered Wagon" is COMING

### Starts Paramount Week Drive

Russell Moon, New Haven Exploiteer, wants his exchange to win first money for 6th Annual Paramount Week business. So he's starting to plug the big week even tho it is eight months ahead. He had an insert page printed for the Paramount Exhibitors' 1923 Date Books which has been inserted by the use of a little mucilage in every book opposite the page for week ending September 8th. This keeps Paramount Week before the exhibitors in a forceful man-



"BUT ABOVE ALL THINGS, TRUTH BEARETH AWAY THE VICTORY"

This Publication is Distributed Only to Officials and Employees of the

FAMOUS PLAYERS-LASKY CORPORATION

1ts Contents are Strictly Confidential

PAUL L. MORGAN - -

- Editor

Vol. 7

DECEMBER 27, 1922

No. 25

#### A New Year

Ta-Ta, 1922-Welcome, 1923.

Were we to write along true editorial style we would review in loud and spacious terms the achievements of the past year.

But why do that at this moment when we should be looking forward to the greatest year

in our history?

True, wonderful things were accomplished in the year 1922 and a year has passed quickly for all of us. Now it behooves those living for greater things in the future to look back on 1922 only in the light that will benefit the coming days of real success for all.

As far as our own business is concerned we can always do better. That has been proven each succeeding year, for it is that enthusiastic anticipation of doing better things that carries a successful man along to bigger and better results.

Our Christmas present this year of those marvelous productions, will spread itself into the new year and it is up to the Department of Distribution to see that these productions enjoy a healthy, consistent and happy exhibition in every spot where there is electricity to run a motion picture machine. In fact, our only chance to reciprocate for this gift of gifts is to show the Production Department the maximum distribution on all their coming contributions.

We can do it.

We Will do it.

Our resoution will be in keeping with our determination, that is—make it a big—bigger—biggest year that Famous Players-Lasky has ever enjoyed.

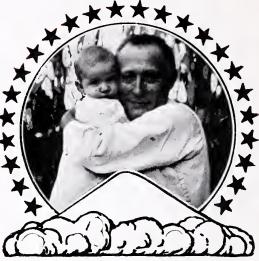
TALK—

EAT—

SLEEP—

"The Covered Wagon"

#### New Trade Mark



Our organization places a value on its trade mark up to millions of dollars and we can also say the same of Adolph Zukor on the value of the above trade mark, only it's far in excess of millions of dollars.

Where the value comes in is the gentleman on the left, otherwise known as Eugene Adolph Zukor, is the only grandson of our president Mr. Zukor, and son of Eugene Zukor.

### Canadian Banquet

By Oscar Morgan

One of the most important motion picture events in the annals of the Dominion of Canada was held Thursday evening, December 14th. On this occasion the Paramount Pep Club gave a dinner-dance to the members of the Canadian organization, assembled in convention at Toronto, Ontario.

It was held in the Pompeiian Room of the King Edward Hotel, and this staid and conservative edifice never in its life had so much pep injected into its walls. Time after time the walls rang with cheers and transients in the lobby downstairs stopped in wonder and listened.

The visiting delegates from the Home Office were literally knocked "galley-west" by the re-

ception they received.

Promptly at 7 o'clock G. E. Akers, General Manager in Canada, called for the Paramount Pep Orchestra, which under the leadership of Harry Paynter of the Toronto office, supplied the music for the occasion.

The treat of the evening was the ballet given

The treat of the evening was the ballet given by eight girls of the Toronto office. The girls were Misses Melvina Davis, Violet Dryburgh, Edna Gordon, Minnie Peterson, Leah Peterson, Elsie Young, Marjorie Mahoney, Gwynn Wainwright.

Yes, indeed, a great time was had by all.

### Tell 'Em About "The Covered Wagon"

### Service to the Small Towns

R. C. LiBeau, District Manager at Kansas City, sends in a letter written to Mr. McMannus, Branch Manager of our St. Louis Exchange. The letter read:

Mr. R. J. McMannus,

Branch Manager, Paramount Co., St. Louis, Mo.

Dear Sir:

I want to write a broad letter of thanks to you, your assistant manager, booker, bookkeeper, accessories man and congenial salesman, Mr. Gledhill, for the courteous treatment we have had from the Paramount Co. Of course we attribute it to you boys, as some years back we were always in a jam with the company and forced to quit the service, but now we get what we order, promptly; the pictures come in in good shape and are usually good entertainment. Some we find very high class and boost these as our good show.

As you know, we are only a very small theatre and from this fact your efficient treatment of us makes it more impressive.

We wish you every success, a Merry Christmas and a prosperous New Year.

Yours truly, ELITE THEATRE,

By Wm. A. Clark, Sr. and Wm. A., Jr.

"If it were possible to get an expression from every small town," said Mr. LiBeau, "we would quickly realize that the little fellows appreciate courtesy and efficient treatment fully as much as the exhibitor in the higger towns

as the exhibitor in the bigger towns. "Very good evidence that the small town exhibitor will respond to courtesy and efficient treatment is contained in the above letter. Development nationally of the same cordial feeling," continued Mr. LiBeau, "shown in this letter to the exhibitor, will bring us closer to our ultimate goal of 100 per cent. distribution."

### Which One Are You Betting On?



### The F. P. L. 1923 Calendar By Walter Cokell

CALENDAR	1923						
монтн	MO. E	WKS.					
JANUARY	Jan.	27	4				
FEBRUARY	Mar.	3	5				
MARCH	Mar.	31	. 4				
1ST QUAR.			13				
APRIL	Apr.	28	4				
MAY	June	2	5				
JUNE	June	30	4				
2ND QUAR.			13				
JULY	July	28	4				
AUGUST	Sept.	_1	. 5				
SEPTEMBER	Sept.	29	4				
3RD QUAR			13				
OCTOBER	Oct.	27	4				
NOVEMBER	Dec.	1	5_				
DECEMBER	Dec.	29	4				
4TH QUAR			13				
FISCAL YEAR			52				

The odd looking assortment of dates appearing in the accompanying Corporate Calendar for 1923 illustrates one of the problems of the Accounting Department.

A corporation must at all times be advised as to its assets and liabilities, income and expenses. "Closing the books" and preparing reports with the proper grouping of the various items under their proper classifications is quite an accounting task.

It is the practice of all active corporations to do this monthly, although such reports are not published. Banks close their books daily.

For corporations listed on the New York Stock Exchange, where our common and preferred stocks are listed and are traded in daily, there is also the further requirement that quarterly reports be made to them.

We have then the monthly report on the one side to work to, but on the other we must consider that ours is a weekly business. Reports of rentals are prepared by the exchanges weekly. The studios render weekly reports of negative costs. The theatres make up weekly reports. Nearly all salaries are paid weekly.

You can imagine the extra work that would be caused in the exchanges, studios and theatres, as well as the Home Office, if, every month or at least every three months, we had to split our reports for the last week of the period because the month had ended on some other day of the week than on Saturday, our regular closing day.

This problem was finally solved by considering a year to be full 52 weeks instead of 365 days. Each week runs from Sunday to Saturday. These 52 weeks are dvided into four quarters of thirteen weeks each. The quarters are each divided into three "months" of four, five, and four weeks respectively.

For 1923 this means that our fiscal year begins Sunday, December 31, 1922, and ends Saturday December 29, 1923. The weeks are grouped so that each "month" ends as shown on the calendar.

As an ordinary calendar year has 365 days and leap year 366, while our 52-week period has but 364 days, a surplus of days accumulates. Hence, every five or six years we must have a 53 week fiscal year to bring our fiscal year back in line as closely as possible with regular calendar year.

Have it said that your job is tied to you, not that you're tied to the job.

### Pauline Garon on Her Old Stamping Ground

The Montreal Office Turned Out One Hundred Per Cent When Pauline Garon, Playing One of the Leading Parts in "Adam's Rib," Visited Montreal, Her Home Town



The Montreal office this week was honored by a visit from our latest acquisition, Miss Pauline Garon. Two hundred feet were taken of Miss Garon on the local toboggan slide and inserted in the Pathe weekly. A feature story was run in the weekly newspaper, with three cuts of stills taken during her visit to the office and the toboggan slide.

Miss Garon was presented with a bouquet of American Beauty roses by the staff of the Montreal office, and was made to know what it means to

belong to the Paramount Family.

The stories of Miss Garon and the toboggan slide are being used along with the cuts by the Winter Sports Committee, which now is getting ready to stage a two weeks winter carnival, with an ice palace and everything. We are endeavoring to have the story syndicated, so that it will go in every paper in Canada and the United States. The two hundred feet of film we are sending down to be used in one of the weeklies in the States.

Miss Garon is very enthusiastic about her work in "Adam's Rib", and claims that she has only just begun and with the co-operation and help that she has received from Mr. De Mille, she will even go on to greater things than in the past. After spending the holidays at home here, she is leaving to take a star rôle in George Melford's production, "You Can't Fool Your Wife".

We are proud to say Miss Garon is a Montreal girl, and prouder still that she is being starred by

Paramount.

Practically everybody in our office knows Miss Garon personally, and did before she started her career as a moving picture star. They have watched with interest her rise and hope that each succeeding picture to "Adam's Rib" will be an artistic achievement and a success for Miss Garon.

In the photo they are, top row, left to right Messrs Ed. English, John Levitt, Tom Dowbiggin, Al. Ritchie, Sol Levitt, and Jack Weir. Misses Cormier, Joyal, Lerman, Lawlor Rigler, Audette, Pauline Garon and Mrs. English.

#### Cleveland Column

By R. Labowitch

Mr. H. L. Conway succeeds Mr. A. D. Wayne in Zone 2 and Mr. A. H. Toffler now has charge of Zone 1, both newcomers to the office and both welcome.

Eva Katz, Stenographer in the Auditing Department, is back again feeling fit as a fiddle. Eva has not been well and we are glad to see that the two weeks' rest helped to regain her health.

Mr. E. M. Clark, Traveling Auditor, is with us.

It's too bad we can't all work in Los Angeles, as from the glowing reports of our Manager it must be an ideal spot to live in. We do envy Californians when Winter Comes around Little Old Lake Erie.

#### Rick's Safe Bet



Rick Ricketson, Denver Exploiteer, stirred up Cheyenne, Wyo., with large newspaper announcements that he would "Kiss every old maid in Cheyenne, Present every bald-headed man with a toupee" and "Put a horse's harness on my back and haul a buggy carrying Carl Ray and Earl Nye down the muddy streets of Cheyenne" provided a single person after seeing "To Have and To Hold," at the Princess, could truthfully state that it wasn't the most sweeping all-action adventure drama, etc., etc., Wyoming had seen in many days. The announcement closed: "I shall be at the door of th Princess Wednesday night, prepared for the worst, but confident that by your verdict Cheyenne shall be safe for old maids—R. R. The Press Agent." This was followed by other clever ads and stories which became the subject of popular discussion, created smiles all over town and packed the theatre from orchestra to gallery. As an attention getter in front of the theatre, Rick placed a buggy with a harness in readiness should he lose his bet. A large sign proclaimed the promise.

### Facts of Our Wilkes-Barre Exchange

The Wilkes-Barre Exchange has been operating since August 21st, and since September 30th is entirely separate from the Philadelphia Exchange. The territory includes Northeastern portion of Pennsylvania, and is divided into three zones. The salesmen covering these zones are as follows: Zone 1—Mr. W. A. Devonshire; Zone 2—Mr. Thos. P. Mason, and Zone 3—Mr. C. A. Taylor. Mr. Vernon Gray was recently appointed Exploitation Representative of the Wilkes-Barre Exchange, and has already started the ball rolling.

A great deal of credit is due to Mr. A. C. Benson, now Special Representative in District No. 3, for the efficient manner in which the Wilkes-Barre Exchange was opened, and the way the employees became familiar with their respective duties. Those having had previous film experience are: Mr. Earle W. Sweigert, Sales Force; E. J. McMullin, Mr. Harold Kehoe, Booker; Miss Foerter, Cashier. All the other employees had to be instructed regarding their respective duties.

Mr. Trevor C. Faulkner visited the Exchange to supervise the installation of the projection machines, and he, too, assisted greatly in putting the office into shape.

Mr. W. A. Devonshire, came to Wiłkes-Barre from the Philadelphia Exchange.

Mr. Thomas P. Mason was transferred to Wilkes-Barre from the Chicago Exchange.

Mr. C. A. Taylor was transferred from the Washington Exchange.

Mr. E. J. McMullin was associated with Robertson-Cole Exchange in Philadelphia and later with the Stanley Booking Company as auditor.

Mr. Harold J. Kehoe, the Booker, was transferred from the Albany Office.

Miss Foerter's previous film experience was with the Universal Film Company over two years ago when they operated an Exchange in Wilkes-Barre.

Mr. Sweigert has been with the Company for about five and one-half years, having been connected all this time with the Sales Force of the Philadelphia Exchange, first coming with the Company when the Arbuckle Comedies were first released. He was later made City Salesman in Philadelphia, and was Sales Manager of Philadelphia for two years before the promotion to the position of Branch Manager at Wilkes-Barre.

Miss Evans entered the employ of the Wilkes-Barre Exchange three or four weeks before the office was opened, and was obliged to do business on a store box for Mr. Benson and Mr. Sweigert until suitable furniture arrived. She enjoys the distinction, therefore, of being the first Wilkes-Barre Exchange employee.

As can be seen from the photographs, the Wilkes-Barre Exchange has been built on the general plan of all of the new Famous Players Exchanges.

"WATCH US GO."

# A World Beater THE COVERED WAGON

### Burning 'Em Up

The Idaho Theatre, Twin Falls, Idaho, had been losing money. Kenneth Renaud, Salt Lake Exploiteer, turned the tide by putting over several pictures in a masterful manner and getting the local manager so pepped up that he is forever trying to beat Renaud's box-office records. He turned the tide so completely that now exhibitors in eleven surrounding towns are competing with one another for the first and subsequent runs to follow the Idaho. Other exhibitors have bought pictures solely upon the good business they enjoyed in Twin Falls. This is a splendid example of the farreaching results of intelligent exploitation.



One of Renaud's best campaigns was on "Burning Sands." Here we show just one of the numerous stunts he used. Inside the imitation Victrola, a singer was stationed who rendered the song "Burning Sands," accompanied by the piano player seen on the truck. People speculated as to whether there was a real phonograph conccaled in the fake onc. Others thought a demonstration was being given of synchronization with a new model until the doors opened and the singer stepped out, revealing signs on the inside of the doors advertising the Paramount Picture and the song. The entire stunt, which had the whole town talking, cost but \$30, of which half was paid by the music store.

# In the Foreign Field

### Look Who's Here



E. E. Shauer, Director of our Foreign Department, received the above photo recently from Osaka, Japan, that of the Eiga Club, a theatre running Paramount exclusively, first run.

This exclusive contract took effect beginning in October, 1922.

Bob McIntyre, formerly of our Home Office staff, is shown third from the left, seated, and on his left is Mr. Yama Kawa, the owner of this particular theatre with eighty others in Japan.

The others in the photo are various executives of this theatre enterprise and representatives of our distributing force there.

福田山山山

### Mrs. Montague Goldman

Home Office executives were deeply shocked to receive word on Tuesday of the death of Mrs. Montague Goldman, wife of the General Manager of the Department of Distribution of our British releasing organization. A cable received December 19th contained the brief announcement of the great loss suffered by Mr. Goldman. On a brief visit to the Home Office last December, Mr. Goldman made many friends, and his great loss and that of our British family is one that affects our entire organization. Cables conveying the condolences of the Home Office were dispatched by Mr. Zukor, Mr. Graham, who returned from a visit to his former home in Nebraska on Wednesday, and Mr. Shauer.

#### "Blood and Sand" Scores in Mexico

Cables received by E. E. Shauer tell of the tremendous success scored by "Blood and Sand" on its premier in Mexico City on December 9th. The big picture was shown at the Teatro Olimpia, Mexico City's finest motion picture theatre, following a brief exploitation campaign conducted by John C. Flinn and John L. Day, Special Representatives of the Foreign Department, who went to Mexico City following the removal of the embargo against us to reopen our distributing offices several years ago.

The showing of "Blood and Sand" followed a bull fight staged in Mexico City, and tremendous interest was aroused in the picture. Inasmuch as some of the scenes for the picture were filmed in Mexico City, the production had been awaited with unusual interest on the part of the motion picture patrons. On Saturday and Sunday the Olimpia, which seats approximately 3,000 persons, was crowded at every showing, new box office records being established on both days. Arrangements have been made to release other Paramount specials, "To Have and to Hold," "The Great Moment," and "Manslaughter," during this month.

PEPMY.

### Pep de Paris

Mr. Shauer has now received word from Adolphe Osso, our Manager in Paris, that they have decided to issue a magazine equivalent to PEP and "Paramount Flashes."

The magazine will be known as "Success" and will be patterned after our own PEP, "Paramount Flashes" and "Paramount Punch."

This makes four house organs flying under the Paramount banner.

### Walter LeMat Arrives

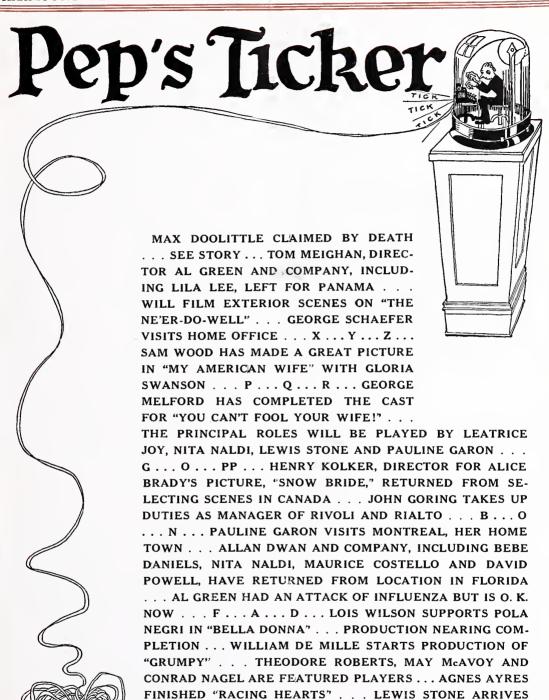
Walter LeMat, of Stockholm, Sweden, associated with Carl York in the distribution of Paramount Pictures in Denmark, Sweden and Norway, arrived in New York last week to confer with E. E. Shauer, Director of our Foreign Department, regarding distribution plans for the coming year.



### Tell the Truth

An Irishman, going through a cemetery, read the inscription: "I Still Live."

"Well," he declared after ruminating a while, "if I was dead I'd own up to it."



FROM WEST COAST.

### Worth a Man's Time as well-

### The Celebrity Alights



Speaking of celebrities, Claud Saunders, head of our Exploitation Department, certainly proved himself as such when he arrived in Denver recently.

The Kissel Car Company placed one of its cars at his disposal during his entire visit and through the efforts of Rick Ricketson, the Denver police literally gave Claud the town.

ver police literally gave Claud the town.

Claud says: "Well, no, they did not exactly take me for Valentino because I am a little stouter, but I shall never forget my royal reception and the hospitality extended by the city to all of our boys while at the convention."

是三二是

## Talk — THE COVERED WAGON

**原至加** 

### Winnipeg Jots

The Winnipeg Paramount Pep Club held their monthly social gathering a few days ago, in conjunction with the Open House for the formal opening of the new Film Exchange Building. In all there were about 150 people, consisting of the personnel of the different exchanges in the building and their friends, as well as the different theatre owners and managers. The program of the evening consisted of dancing and refreshments.

Season's greetings and kindest regards to Mr. M. A. Milligan of Cincinnati Exchange, and Mr. C. H. Weeks of Toronto, from the Winnipeg staff.

This is a wonderful climate, and at the heels of our long Indian Summer, which lasted until the end of November, comes about 35 below zero weather. However, the worst is yet to come, and 45 to 52 below is not unusual here. Winter sports are in full swing and on the Winnipeg staff are representatives of skating, skiing and snow-shoeing clubs.

### Los Angeles Lispings

By A. G. Pickett

LeRoy Brown, of our Booking Department, negotiated the star booking of his career when he led Miss Carrie Tucker to the altar recently as part of a life contract. Roy stopped at the Exchange on his way to San Diego, Coronado, and other noted resorts, where the honeymoon will be spent. He said "Hello" and "Good Bye" in the same breath. This same lad started the wildest sort of rumors when he blossomed out in a new Ford just a few days ago, and now comes this latest escapade. We're for you, Roy. Ain't love grand?

And they do say the little winged scamp has been busy in the San Francisco camp. We'll leave it to you who we're talking about.

Some ne'er-do-well started the report that Carrol Peacock, our cute little Assistant Manager, had lost his voice. The exploitation man took him to task about it in the shipping room and Carrol's demonstration left no doubt but that the rumor was greatly exaggerated. Caruso would surely have been forced to look to his laurels had he heard that concert.

When a bull thrower starts throwing the bull, "Heaving help a woikin' goil." One of our exhibitors at Long Beach handed in to us a postal card reading as follows:

Long Beach, Dec. 11, 1922 "Please remove my name from your mailing lost. I do not wish to have my name associated in any way with a place that throws bull fight pictures on the screen."

遊の五千五

### Montreal Mutterings

By R. E. R.

The man who tries to advertise By short and sudden jerks, Is the man who's always kicking Because it never works.

The fellow who is on the job A-humping every day, And keeps forever at it,— He's the one who makes it pay.

Let's have faith and show it in our works. Human nature averages with a pretty high percentage in the column of "Common Sense."

Mind decision always precedes pocketbook expenditure.

A gentle breeze of Service is pleasant and cooling to the disposition but it's not until Service "Blows a Gale" that it really MOVES things.

### as his ticket—Paramount Pictures

### Kansas City Chatter

By Billie Mistelle

We were honored by a visit of William S. Hart, who accompanied our convention delegates back East. Inasmuch as many of us had only seen Mr. Hart in pictures—it was quite a treat to meet him personally. His visit also marked the day as a red letter day.

Mr. John P. Goring, former Exploitation Representative at the Kansas City Exchange, stopped and paid his respects while en route from Los Angeles to New York City, where he will manage the Rialto and Rivoli Theatres. We, as well as all of Mr. Goring's theatre and newspaper friends were glad to see him. More power to you, Mr. Goring, and a Happy and Successful New Year!

One of the features of the Omaha Convention was the newspaper spread, similar to the one carried by the "Los Angeles Express," put over with the "Omaha Daily News," by Representative John J. Friedl of the Kansas City Exchange, and John Kennebeck of Des Moines. Much credit is due these two gentlemen for this tie-up. This is only one instance of Mr. Friedl's clever and successful publicity stunts.

Here's our Season's greeting to each and every member of Famous Players-Lasky Family: We Wished you Christmas Joy?

'Tis True! And New Year Happiness?—Oh, Boy! We'll say we do.

### Miss Garon and Sleigh Bells



Above is a photo of Pauline Garon, taken with members of our Montreal staff while she was enjoying a ride in a sleigh-cab in Montreal.

Seated on the seat (although he doesn't know we know it's him) is Tom Dowbiggin and in the cab are Miss Rigler, Accountant of our Montreal office; Mrs. Ed. English, wife of the Branch Manager, and Miss Garon.

### Beautebox Tie-up



Through the usual effective negotiations of Exploitation Chief, Claud Saunders, all Exploiteers are now able to arrange tie-ups between exhibitors and leading department stores, confectioners, novelty shops, etc., on a line of tin boxes known as "Beauteboxes." These boxes are manufactured in various shapes and sizes as containers for candy, collars, handkerchiefs, cigarettes, powder, etc.,—in fact, a thousand and one uses can be found for the Beautebox in the home. They come in a wide assortment of designs and colors and bear handsome portraits in colors of prominent Paramount stars, including Gloria Swanson, Betty Compson, Wallace Reid, Bebe Daniels, Pola Negri, Rodolph Valentino, etc.

A sample set has been sent to each Exploiteer to be used as he sees fit. For instance, John Mc-Conville of Boston constructed a beautiful display and this with a short message regarding the tie-up and an injunction to "talk to the Exploiteer," is displayed prominently in the office. Rus.cll Moon also has a fine display in the New Haven Office.

All the boys have been highly impressed, not only with the beauty and attractiveness of these containers but with the value of them to Famous Players as an advertising medium. We are all aware of the eagerness with which picture fans collect photos of their favorite players and the possession of one or more of the Beauteboxes, carrying the favorite portrait on the cover, will undoubtedly be greatly desired.

Each Exploiteer will be notified of every store that stocks the Beauteboxes and will then show the exhibitor how he and the store can tie-up to mutual benefit. Many of the boys are furnishing tie-up suggestions to the Beautebox manufacturers, the best of which are being put into effect as rapidly as possible.

JOHN FLINN SAYS:

"THE COVERED WAGON"

WILL COVER 'EM ALL.



### Production Activities at Hollywood

By Shirk

"Bella Donna," starring Pola Negri, with Conway Tearle and Conrad Nagel, a George Fitz-maurice production, is nearing completion and has now reached the stage wherein Barouid casts which scenes were made in the cabin of a houseboat on the Nile. Later the of "Bella Donna," company did episodes in the villa on the same famous Egyptian river, known to the ancients as "Father Sihor." Still later, the company went to Oxnard for some desert stuff. Ouida Bergere is said to have made a wonderful translation of the Hichens novel to the screen. Lois Wilson is playing one of the feminine rôles of importance in the production.

Gloria Swanson is an exceptionally modern young woman in "Prodigal Daughters," Sam Woods' new production. The transition will be quite striking—it will be a new Gloria entirely and a very delightful one, too, that we shall see in this picture. The story is filled with big latter day problems: Are women turning liberty into license—some women, that is? Is the latter day problems: Are women turning liberty into license—some women, that is? Is the world sliding rapidly into the pit? In a word, what are we coming too? But the action is so tense, the scenes so brilliant, the story so compelling that it will prove one of the most fascinating dramas ever screened. Big scenes in New York, an aeroplane dropping from the sky in a fierce storm; a beauty chorus in a musical show; a wild dance of savages in an African forest; an equally mad revel in a modern home; a great pyrotechnic display—and so on. Monte M. Katterjohn has adapted this story of Joseph Hocking's and made it a vital, living drama of today. Theodore Roberts, Ralph Graves, Vera Reynolds and others are in the cast.

On the Beach

Margaret Loomis, former Paramount leading women and accomplished dancer, once a pupil and member of the Ruth St. Denis company, is the last to be added to "The Law of the Lawless" cast. The picture will be billed "Dorothy Dalton in 'The Law of the Lawless," with Theodore Kosloff and Charles de Roche and with such splendid artists cannot fail to be a hit. The star has one of those vivid rôles, a Tartar girl, for which she is famed. Tully Marshall and Fred Huntley also appear in the cast in good rôles. De Roche as a gypsy chieftan and Kosloff a a Tartar are cast for splendid parts. E. Lloyd Sheldon adapted the story by Conrad Bercovici. The director is Victor Fleming.

Mary Miles Minter is on location still doing "The Trail of the Lonesome Pine," with Antonio Moreno. Charles Maigne is wielding the mega-phone. Will M. Ritchey adapted the famous John Fox, Jr., book and the Eugene Walter play. Ernest Torrence has a big part and Cullen Tate, Beulah Bains, Edwin Brady and others also are in the cast. The Cumberland mountain scenery will be duplicated by shots in the nearby districts of California.

(Continued on page 15)



While on location in Hawaii recently, Betty Compson was snapped in a unique pose on the beach with a ukulele—and she can play it, too.

Miss Compson with her company were engaged in filming "The White Flower" directed by Julia Crawford Ivers. All of the exterior scenes were taken at this spot.

### Leaks from Hollywood

#### By Shirk

A strong cast has been assembled for "The Law of the Lawless" by Konrad Bercovici. Casting Director Goodstadt and Director Victor Fleming have picked a fine combination of talent including:

Dorothy Dalton, star; with Theodore Kosloff and Charles De Roche, while others are Tully Marshall, just back from Utah, where he worked in James Cruze's production, "The Covered Wagon," which has J. Warren Kerrigan and Lois Wilson in leading rôles; Fred Huntley, one of the

popular stock company players, etc.
Picturesqueness will be a feature of this strong story which E. Lloyd Sheldon adapted. George

Myers is doing the camerawork.

Dorothy Dalton has to do some high class horseback riding in her rôle of Sahande, the beautiful

That hefty favorite, Walter Hiers, just elevated to stardom, wears a smile that won't come off these days. He is doing great work, they say, in his first stellar vehicle, "Mr. Billings Spends His Dime." Jacqueline Logan is featured in his support and George Fawcett has a fine part, with a big cast. The company has recently returned from the south where some big scenes were made and is now at the studio. A big set showing a South American street was completed at the Lasky Ranch just before rain set in.

Ernest Torrence is said to have a very powerful rôle in Mary Miles Minter's new picture, "The Trail of the Lonesome Pine," which Charles Maigne is directing. Antonio Moreno is leading man. Torrence just did a marvelous piece of work as Jackson in "The Covered Wagon," but has now shaved his whiskers and appears in smooth face.

Jack Holt will do some great riding stunts in "The Tiger's Claw" directed by Joseph Henabery. One is a jump of some fifteen feet on horseback; another is the rescue of a girl on a runaway horse. And Jack's the one to do it, par excellence, as he is a perfect rider. Eva Novak is the lovely heroine of this Holt starring vehicle. It's an original by Jack Cunningham.

King Honored

The wonderful cooperation and loyalty at our Long Island Studio manifested itself at Christmas time when Studio Manager Edwin C. King was presented with a beautiful gold wrist watch as a gift from the studio personnel. With the gift was this card which expressed the sentiment of all members of the big studio force:

"Mr. King: With this humble gift every member of the big studio family expresses a wish for your happiness at this Christmas time and the hope that the New Year will be rich in greater opportunities for you. We have never worked for, or with, a man who could command more of our respect and loyalty than you, Mr. King. Merry Christmas." THE STUDIO FAMILY.

### Two Presidents



When John Flinn, Special Representative of our Home Office, visited the West Coast recently, PEP'S cameraman took advantage of a unique meeting with Arch Reeve, the latter of our West Coast publicity staff.

John Flinn is president of the Eastern Motion Picture Advertisers and Arch Reeve is president

of the Western M.P.A.

Aside from a happy social meeting, the two discussed ways and means of improving and carrying along the general work on protective and constructive lines.

### "Java Head" is Melford's Greatest Production

For poignant drama and rare beauty of photography, "Java Head," George Melford's forthcoming Paramount production, which is now being edited at the company's Eastern studio, sets a high-water mark in the production of artistic motion pictures, according to critics who have viewed the picture in its unfinished state.

The picture, which deals with the life of Salemites in the period of 1850, gives one the impression of a rare cameo that has the power of movement. Had a cameraman lived in Salem in 1850 and photographed the street scene which shows the men and women of Salem going to church on Sunday morning he would not have had anything more picturesque, more real and more beautiful than the scene in "Java Head" which shows the Ammidons, the Dunsacks and their friends making their way to worship at the old North church.

Mr. Melford and his cameraman, Bert Glennon, are said to have literally turned back the pages of history and have shown characters that made Salem the foremost shipping center of the time. These people move about in the compelling drama which Joseph Hergesheimer put in his novel.

George Melford, who in the last year has given to the public such pictures as "The Sheik," "Moran of the Lady Letty," "Burning Sands" and "Ebb Tide," believes that "Java Head" in the best picture. Head" is the best picture he has ever produced and those who have seen it are convinced that it will be one of the outstanding productions of the year.

### About "Back Home and Broke"

Dear Mr. PEP:

This is economy month, but one cannot economize in telling what a great picture "Back Home and Broke" is. You'll just have to let me be a spendthrift with adjectives and say that this one which Alfred Green has made with Thomas Meighan from an original story by George Ade is a knockout. It is a human, wholesome audience picture with a laugh a minute and a few tears thrown in. It is the great American picture with a story about real people who live in an atmosphere of shaded streets and one-story buildings.

Everything is different in this picture—Ade saw to that. No city stuff at all. Instead of the customary cabaret there is an old-fashioned home dinner party. There is no triangle plot. Just a pleasant love story with another girl thrown in to make things interesting. Not a cigarette is smoked in the picture nor a cocktail sipped. In place of the villain there is a village traffic cop with no traffic to regulate.

And the subtitles. They sparkle and glitter with all of Ade's genuine humor spiced up with a few satirical thrusts.

Everybody can count on this one. It's 100 per cent.

Al Green has again proven that he is no rookie when it comes to handling the megaphone.

WINGART.



### Good Camera Work

Bert Glennon, who has photographed all of George Melford's productions for the past year beginning with "Moran of the Lady Letty," has turned in the neatest job of camera work on "Java Head" that has been viewed at the Long Island Studio in many months. The picture is beautifully photographed. Among the outstanding scenes of particular beauty from the camera standpoint are the Chinese street scene, the Manchu Temple, the garden of the Manchu nobleman, the water fight in the Salem commons and the Sunday street scene in Salem. All the close-ups of Leatrice Joy and Jacqueline Logan appear as rare cameos set in a picture frame.

### PEP W.W.

### Cast Complete for "Prodigal Daughters"

Gloria Swanson has been surrounded by an exceptional cast in "Prodigal Daughters," a Sam Wood production. Ralph Graves is the leading man and Vera Reynolds, a charming ingenue, plays the part of a young pleasure-loving girl who is plunged into tragedy through her love of a good time. Theodore Roberts, veteran character actor, has the rôle of a successful American business man who suddenly finds his home involved in moral chaos. Others in the cast are: Louise Dresser, Charles Clary, Robert Agnew, Maude Wayne and Julia Faye.

### Long Island News

#### By Wingart

Thomas Meighan made at least one nurse and one little girl patient at the Roosevelt Hospital happy Christmas Day. Mr. and Mrs. Meighan were visiting a sick friend at the hospital and when the word was passed around that they were in the hospital one of the nurses who had been unable to get her little patient to take castor oil, called upon Mr. Meighan for help.

"I told the little girl that if she would take her medicine I'd have you come in and say hello to her," the nurse told Tommy.

Meighan visited the child and she took her medicine with a smile—and it's hard to take castor oil with a smile, too.

Henry Kolker, who has been in Canada for a week selecting locations for Alice Brady's next picture, "The Snow Bride," which he will direct, has returned to the Long Island Studios. Several interior scenes will be made first and then the company will travel to the snowy mountains of Canada for the exteriors. The story is an original for the screen by Sonya Levien and Julie Herne.

George Melford has completed the selection of the cast for his newest production, "You Can't Fool Your Wife." a modern story written for the screen by Waldemar Young, which will be started soon at our Long Island studio. The principal rôles will be in the hands of Leatrice Joy, Nita Naldi, Lewis Stone, Pauline Garon, Rose Tapley and William Burress.

William Quirk, former Vitagraph star, director and comedian, has been added to the cast of "Glimpses of the Moon," Allan Dwan's production now in the making at our Long Island studio.

### Al Green Starts "The Ne'er-Do-Well"

Alfred E. Green has begun work at our Long Island studio on "The Ne'er-Do-Well," Rex Beach's famous novel, which will serve as a starring picture for Thomas Meighan. Supporting Mr. Meighan will be Lila Lee in the leading feminine rôle, Gertrude Astor, John Miltern, Jules Cowles, Sid Smith, Cyril Ring, Laurance Wheat and George O'Brien.

All of the exterior scenes for the picture will be made in Panama, December 28th having been the date of the company's sailing for the Canal zone.

### The Call

"Extra!" shouted a newsboy in Hollywood. And in a moment he was the center of a seething mob of supers.

### Biggest Set Now at West Coast

Among the several big sets now in use at our West Coast studio, that for "Mr. Billings Spends His Dime," starring Walter Hiers, stands out above all the others. Not only in size but in unusual appearance does this scene tower over all others.

Representing a street in a Latin-American country, the set is picturesque with its odd buildings, squalid and of novel architecture. In addition, the characters roaming the street add to its unique appearance. A partial list of the minor actors called for by the set includes:

Latin-American types; two mounted guards, coachman in livery, footman in livery, 4 soldiers, 2 women water-carriers, one peon, one ox-cart driver, one burro cart driver, one wood bearer, one trunk bearer, one blind man, three masculine tourists, two feminine tourists, three men booth-peddlars, two women booth-peddlars.

Added to this were a great number of horses, oxen, pigs, cows, mules, burros, goats, sheep, cats, dogs and other domestic animals.

With a hotel and many surrounding buildings, the street scene occupied fully an acre of ground at the Lasky ranch. Among the cast of "Mr. Billings Spends His Dime" who took part, were the star, Robert McKim, Clarence Burton, Edward Patrick and others.

### Stone Arrives

Lewis Stone, who has been working on the West Coast, has arrived in New York and will assume the principal male rôle in "You Can't Fool Your Wife," George Melford's next production. This picture is from an original story by Waldemar Young and will have in the cast Leatrice Joy, Nita Naldi and Pauline Garon.

### Off To Panama

A company of twenty-one players and technical men headed by Thomas Meighan sailed on the S.S. Santa Luisa Thursday, December 28th, for Panama where exterior scenes will be filmed for "The Ne'er-Do-Well," a new picture to be made from Rex Beach's famous novel. Scenes will be taken in Panama City, Colon and at various points along the canal.

The party included Mr. and Mrs. Meighan, Director Alfred E. Green and wife, Lila Lee and her father and mother, Gertrude Astor, Sid Smith, John Miltern, Laurance Wheat, Jules Cowles, and George O'Brien. Mr. Green's technical staff consisted of Ernest Hallor and William Miller, cameramen; E. Pfitzmier, Don O'Brien, Assistant Director, Herman Doering, Ed. Ellis, George Chennell and George Hinners.

"The Ne'er-Do-Well" promises to be Mr. Meighan's most ambitious production. The company will remain in Panama six weeks making the exterior scenes and then will return to New York to make the interiors in our Long Island Studio. Everything possible is being done to make the picture a scenic and dramatic effort of magnitude.

#### Ethel Chaffin Here

A famous masculine designer of women's fashions may be brought to the Lasky studio in Hollywood in the near future if the plans of Ethel Chaffin, head of our studio wardrobe department, work out as she expects. Mrs. Chaffin has just arrived in New York to meet and discuss the matter with a number of the best known modistes and costumers both of America and from abroad, and of both sexes, and will select one from the number to work under her supervision at the studio, designing gowns and accessories to the feminine toilette for our women stars.

Several of the most prominent experts in this line in the world have arranged to meet Mrs. Chaffin. While in the metropolis, she will also study the new fashions, fabrics and novelties that have been imported or designed here. She expects to bring back a host of new ideas which she will modify or adapt to picture uses.

Mrs. Chaffin is regarded as one of the most gifted designers of women's clothes in the world and her fashion creations worn by such stars as Gloria Swanson, Pola Negri, Agnes Ayres and Betty-Compson have had much to do with the popularity, especially among feminine screen patrons, of Paramount pictures. Whether a man or a woman is engaged to work for Mrs. Chaffin in her big task.

### **Production Activities**

(Continued from page 12)

"Grumpy," William de Mille's new production, has been cast. Here's the line-up—and it's a dandy: Theodore Roberts, May McAvoy and Conrad Nagel are in the feature rôles; others are Casson Ferguson, Bertram Johns, Charles Ogle, Robert Bolder, Fred Huntley and Bernice Frank. As everyone knows, it's a novel type of mystery romance with a new twist and the play was a great success in New York and England. It was written by Horace Hodges and Wigney Percyval. Clara Beranger adapted it and work will start soon.

Walter Hiers has been undergoing rough usage in his first stellar picture for Paramount. "Mr. Billings Spends His Dime." He shows up on the lot with his collar torn half off, his hair mussed and his face mussed up at the hands of an angry mob. Jacqueline Logan is featured in support and George Fawcett, Robert McKim, Patricia Palmer, Joseph Swickard, Clarence Burton, Geo. Field, Lucien Littlefield, etc., are in the big cast. A big section of an ocean liner was used for scenes this week. Wesley Ruggles is directing and Albert Shelby LeVino made the adaptation from Dana Burnet's story.

Jack Holt had to do some more scenes this week with a tiger for "The Tiger's Claw," in which he is starred. Eva Novak is leading woman and Joseph Henabery is at the helm. Jack Holt has more adventures in this picture than most serial heroes. It's an original by

Jack Cunningham and he knows his India backwards. A beautiful set this week represented a houseboat on some Indian river. The color of the Orient was well represented.

### Lasky Praises "The Covered Wagon"

"The best picture I ever made!" One frequently hears this expression on the part of a director and it is only natural perhaps that each succeeding picture should seem that way to the man who is behind the megaphone.

But James Cruze can truthfully say this, according to our studio executives, with regard to his new production, "The Covered Wagon," for the daily runs of the film now in process of editing, prove that the scenes are of such a character that production experts can easily visual-

ize from them the aspect of the combined sequences.

Among those most enthusiastic over Mr. Cruze's work is Mr. Lasky. "Perfect realism," said Mr. Lasky, "a strong love theme, bigness, impressiveness, thrills that are utterly unlike the ordinary sort; a background of real newness to the screen, where the camera, has never before been ground; all these facts, coupled with the splendid cast of virtually 3,000 men and women, certainly indicate a picture that is worthy of any director's enthusiasm. And James Cruze is enthusiastic. He has believed in the picture from the start and with each day of shooting compatings, under conditions day of shooting, sometimes under conditions almost unbelievably difficult, his enthusiasm has grown. Nor is he alone, for every last person in the drama of the old-time Western days shares his convictions.

"The great wagon train leaving Westport Landing, the fording of the Kaw River by entire train, the attack by Indians, the prairie fire, the scenes at Fort Bridger, the parting of the trains—one for Oregon, the other for California; the great buffalo hunt-all these are scenes of astonishing magnitude, and are skillfully interwoven with the more intimate and no less thrilling incidents in the drama itself.

"I believe that exhibitors and the American public will agree with me, when they see 'The Covered Wagon,' that this picture marks the greatest and most thoroughly satisfactory undertaking of any film-producing organization anywhere.'

### Among Adolph Zukor's Christmas Greetings

This little incident about to be referred to happened in November about a month before

Christmas and this is the story:
Mr. Zukor received a Christmas card from a certain Richard Jones and the following letter:

'Dear Sir:

I am sending you a Christmas card earlie but jus so you can get my Christmas greetings. Now heres what I want you to do. If you have any scrap film if you will kindly give me some. I like entertain my friends and I will send you two movie titles for every film you sent me. I will now send you some.

DESERT SANDS

THE CRIME OF MONSIEUR Be a good scout and answer.

Yours truly Richard J. Jones

I am ten years old.

### The Denver, Salt Lake and Butte Crowd



Upon looking over the above photo we see now why this district had such an enthusiastic convention. Kenneth O. Renaud, Exploitation Representative at Salt Lake, very kindly and intelligently outlined the entire convention, but owing to cramped space in the Christmas issue, we were unable to get it in at that time; nevertheless, we are still thankful to Mr. Renaud for his consistent contributions to PEP.

In the photo, left to right, they are: Messrs. Ricketson, Denver; Reed, Denver; Renaud, Salt

Lake; Braly, Denver; Nicholson, Denver; Fox, Denver; Antin, Denver; Dickson, Denver; Murphy, Salt Lake; McGinley, Salt Lake; English, Salt Lake; Smith, Butte; Wog, Salt Lake; Marcus, Salt Lake; Clark, Home Office; W.Ison, Denver; Ellison, Denver; Samuels, Salt Lake; Fisher, Salt Lake; Galbranson, Salt Lake; Brinch, Special Rep., and Mel Shauer, Home Office.



### Scanned from the collection of The Museum of Modern Art Department of Film

Coordinated by the

Media History Digital Library

www.mediahistoryproject.org

Funded by a donation from Columbia University Libraries